

<b>Module Code:</b>	:	AC-3301		
<b>Module Title:</b>	:	Media Ethics		
<b>Programme</b>	:	Bachelor of Arts		
<b>Type of Module</b>	:	Major Option/Breadth		
<b>Modular Credits</b> <b>4</b>	:	<b>Student Workload:</b> 8 – 10 hours per week <b>Contact Hours for time tabling:</b> 2 hours per week		
<b>Prerequisite</b>	:	None		
<b>Anti-requisite</b>	:	None		
<b>Aims :</b> The purpose of this module is to study media issues in the light of ethical and moral theory. We will discuss ethical issues involving the media both from the perspective of outsiders (the audience) as well as insiders (people working within the media). The objective of this course is to develop in students an ability to critically evaluate objectives, policies, and current norms of different media using diverse ethical theories.				
<b>Module Content :</b> Some of the issues to be explored include: <ul style="list-style-type: none"> <li>• truth-telling</li> <li>• confidentiality</li> <li>• privacy</li> <li>• conflicts of interest</li> <li>• economic pressures and social responsibility</li> <li>• offensive content</li> <li>• anti-social behaviour</li> <li>• censorship</li> <li>• stereotyping</li> <li>• military issues</li> <li>• handling sources</li> <li>• covering politics</li> </ul>				
<b>Assessment :</b>	<b>Examination :</b> 2 hours Multiple choice 10% Short answer questions (20%) 1 Essay (20%)	<b>50%</b>	<b>Coursework :</b> 1. Reading comprehension tests (best five) 2. Online activity 3. Case Studies 4. Socially responsible media profile	<b>50%</b>  5% 10% 20% 15%
<b>Textbook(s)/References :</b>				