

**Northern Marianas College**  
**CURRICULUM ACTION REQUEST**

**Effective Semester / Session:** FALL 2013

**Type of Action:**

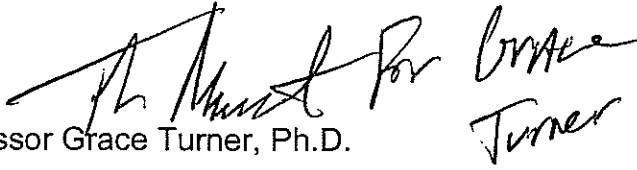
- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

**Course Alpha and Number:** CO 296

**Course Title:** Media Ethics

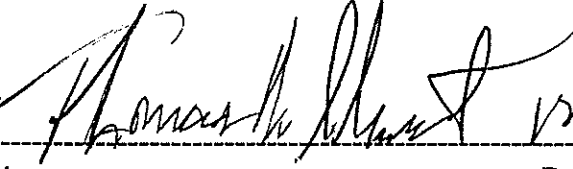
**Reason for initiating, revising, or canceling:**

This course is being introduced because in a region where there is media presence – print, audio and television – and the influence of social media is also palpable, it is prudent to prepare our graduates for the media arena by exposing them to ethical decision making and practices in the field. This course will prepare the students to become versed in the principles and practices of ethical reasoning so that their actions as media workers will be driven by these principles

  
Professor Grace Turner, Ph.D. Turner 12/11/13

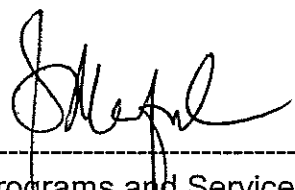
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Proposer Date

  
Thomas Sharts Sharts 12/11/13

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Department Chair Date

  
Barbara Merfalen Merfalen 12-11-13

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Dean of Academic Programs and Services Date

# Northern Marianas College

## Course Guide

Course: CO 296 Media Ethics

### 1. Department

Social Sciences and Fine Arts

### 2. Purpose

This course is intended to provide clear guidelines for students to apply with respect to ethical decision making for the media. It will take them from the theoretical underpinnings to the practical application in the two stands of media in terms of concept and actualization.

### 3. Description

#### A. Required/Recommended Textbook(s) and Related Materials

Day, L. **Ethics in media and communications: Cases & controversies.**  
2006. NY: Wadsworth Publishing.

Readability level: Grade 11

#### B. Contact Hours

1. **Lecture/Tutorial:** 3 hours per week / 45 hours per semester
2. **Lab:** N/A
3. **Other:**

#### C. Credits

1. **Number:** 3
2. **Type:** Regular degree credits

#### D. Catalogue Course Description

This three credit course will provide students with an in depth study of the principles and practices that impact ethical reasoning and decision making in the media industry for journalists, the media houses themselves and the public. The areas considered are the distinction between ethics and the law; theoretical considerations on ethics that drive decision making; the significance of ethical codes of conduct and the implications of decisions taken without ethical considerations. In a region where there is a relatively strong media presence – print, audio and television – and the influence of social media is as palpable as it is pervasive, it is prudent for students to be exposed to the ethical dynamics of the industry. (Offered Spring ONLY)

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## E. Degree or Certificate Requirements Met by Course

Provision of an elective to compliment course offerings

## F. Course Activities and Design

Case study analysis and production; debate; class discussions; lectures; field investigation; research report

## 4. Course Prerequisite(s); Concurrent Course Enrollment;

English Composition EN101 is a prerequisite course. Mathematics is not a pre nor co requisite course.

## 5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Three-credit course cost and any applicable fees;  
Cost of textbooks and instructional material fee.

Cost to the College: Instructor's salary and Textbooks for Instructor(s) and the library.

With respect to instructional resources needed the following apply:

Whiteboard and related materials; multimedia equipment for projection and viewing. Reading materials on ethics and media copy.

## 6. Method of Evaluation

Case study analysis; debate case study production; oral presentations; research report; participation

- A: Excellent – grade points: 4.0;
- B: Above average – grade points: 3.0;
- C: Average – grade points: 2.0;
- D: Below average – grade points: 1.0;
- F: Failure – grade points: 0.0.

NMC's grading and attendance policies will be followed.

## 7. Course Outline

The course sequence to be followed is as under:

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Course: CO 296 Media Ethics

7.1 Introduction to Ethics

7.2 Distinction between Ethics and the Law

7.3 Theoretical constructs associated with ethical decision making

7.4 Ethical codes of conduct

7.5 Ethics in practice concerning the principles and practices of ethical reasoning

## 8. Instructional Goals

This course will introduce students to:

- 1.0 the application of the principles of ethical decision making to the practice of media activities
- 2.0 elements to be included in an ethical code of conduct for a media house
- 3.0 Investigative approaches into and report writing on the extent to which the publications of media houses are done in line with the theoretical constructs of ethical decision making and practice and for students to acquire the ability to make recommendations for alternative approaches as necessary

## 9. Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- 1.0 Explain what ethics is
- 2.0 Distinguish between ethics and the law
- 3.0 Identify ethical and unethical practices in media from case studies against theoretical constructs
- 4.0 Develop cases for analysis that incorporate elements that would present ethical dilemmas for media practitioners.
- 5.0 Evaluate and apply ethical tenets to related facets of media work

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6.0 Create ethical codes of conduct

7.0 Critique ethical practices in relation to media house practices

## 10. Assessment Measures

Assessment of student learning may include, but be not limited to, the following:

1.0 Case Study Analysis;

2.0 Debate;

3.0 Case Study Production;

4.0 Presentation of Research Findings; and

5.0 Term Paper.

