

BMED411 Media Philosophy and Ethics

ECTS Value: 4 ECTS
Self-Study Hours: 48

Contact Hours: 20
Assessment Hours: 32

Overall Objectives and Outcomes

In this module course participants will be supported to understand what constitutes right conduct in relation to the media through which information is spread to many people in increasingly diverse ways. Throughout the module, course participants will be assisted to analyse the proper standards of conduct that media providers and disseminators should attempt to follow. As a result of technological advancement and the widening range of media platforms, very diverse issues can surface depending upon the branch of media in question. Learning about ethical theory and specific notions that belong to the realm of media ethics will educate course participants to become increasingly aware of the many ethical issues related to the media and why these need to be engaged with.

By the end of this module, the learner will be able to:

Competences:

- a. articulate the ethical dimensions of media creation, provision, and consumption
- b. classify views of just ethical conduct of media consumers
- c. monitor one's own responsibilities in relation to ethical media practices
- d. apply moral theories to real-life situations in (professional/amateur) media practice in order to produce ethically sound solutions

Knowledge:

- a. explain different ethical theories which underpin media ethics (incl. deontology, consequentialism, utilitarianism, virtue ethics).
- b. outline the ethical dimension of content creation in relation to violence, nudity, sexism, racism, shock value, fake news and other concerns
- c. explain and discuss the notion of the post-truth society
- d. describe ethical issues related to media entertainment, journalism, social media and advertising (incl. notions such as truth, objectification, voyeurism, exploitation, offence, harm, gender, stereotype, representation, etc.)
- e. convey the unique role held by the media in shaping public opinion
- f. examine contemporary media governance
- g. list the ethical obligations that media providers have towards society
- h. illustrate the most pressing ethical issues related to contemporary media, including: free press, libel and defamation, freedom of information, freedom of expression, the Public Relations Factor, diversity and inclusion as ethical issues
- i. Examine the notions of: confidentiality, accountability, conflict of interest, deception, hacking, sensationalism, misrepresentation, censorship, journalism ethics, advertising ethics, new media ethics, privacy, regulation, transparency, intellectual property, propaganda
- j. identify ethical dilemmas related to media and how these may be resolved
- k. differentiate between privacy vs. communication rights

Skills:

- a. evaluate a range of possible solutions to contemporary ethical dilemmas related to the media
- b. assess ethical decisions regarding media (as provider and as consumer)
- c. evaluate current real-world ethical dilemmas related to the media
- d. appreciate the ethical responsibilities of journalists, media producers and government regulators;
- e. develop well-substantiated argumentation for ethical decision making;
- f. critically apply ethical theories to specific issues related to the media

Assessment Methods

This module will be assessed through: Presentation and Reflective Journal

Suggested Readings

Core Reading List:

1. Ess, C. (2020). Digital media ethics. Polity.
2. Wilkins, L., Painter, C., & Patterson, P. (2021). Media ethics: Issues and cases. Rowman & Littlefield.
3. Fox, C., & Saunders, J. (2020). Media ethics, free speech, and the requirements of democracy. Routledge.
4. Plaisance, P. L. (2018). Communication and media ethics. Walter de Gruyter GmbH & Co KG.
5. Fortner, R. S., & Fackler, P. M. (2011). The handbook of global communication and media ethics. John Wiley & Sons.