



## MEDIA ETHICS

## JAMS 361 – 201

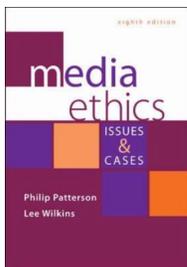
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### COURSE OBJECTIVES:

This online course will introduce you to the ethical theories and dilemmas encountered within contemporary media. You will examine professional expectations and personal judgments that guide and challenge communication specialists, journalists, photographers and advertisers. You will screen thought-provoking clips, which address conflicting responsibilities encountered within the production of nonfiction media. This course should help you understand, negotiate, and resolve ethical issues in your own life, as well as any media profession you intend to pursue. By the end of the semester, you should recognize that the best solutions to ethical dilemmas often emerge through careful study of historical philosophies, a willingness to be open and sensitive to complicated issues, and a conscious desire to examine divergent views.

### TEXT:



The required text for the class is: Media Ethics: Issues and Cases –8th Edition (McGraw Hill) by Philip Patterson and Lee Wilkins. Copies (used and new) are available for purchase from [UWM.ecampus.com](http://UWM.ecampus.com). You can also save money and purchase at various sites such as Barnes & Noble, DealOz.com, Abebooks.com, Textbooks.com and Amazon.com. A few current online purchase and rental prices range from \$16.00 – \$30.00.

For those of you who prefer to not spend money on books, or, if you ordered the book late and don't have it prior to your first few assignments, I've put a copy at the Reserve Desk at the Golda Meir UWM library. This copy can be checked out for two-hour windows.

### **D2L:**

Except for the textbook, this course is offered entirely online on the UWM D2L website. Since there will be new material to go through each week it is important that you remember to check this site at the start of every week for updates. It is also very important that you go through the material in the order that it is posted. This will ensure you are ready for the next step.

#### **Some tips for avoiding technical difficulties:**

-  Make sure your computer is up to speed with required update links found inside **Technology Resources & Downloads** under **Content**.
-  **WORK AHEAD!!!** D2L will encounter technical problems if everyone is online cramming their readings and screenings in close to the deadline. Keep in mind: **the sooner you email me or tech-support about a technical issue, the greater the chance you'll get help.** I am not able to trouble-shoot for someone who is encountering a tech issue a few hours before a deadline.
-  If you need technical assistance with D2L, **read the FAQs tips on our D2L site.** If those don't work, contact the help desk next since they specialize in these types of issues. Their contact info is listed at the end of the syllabus. Finally, feel free to contact me if it's within a few days before the deadline. I am able to fix some, but not all technical questions.

### **COMPUTER SKILLS & RESOURCES:**

#### **Skills:**

-  Basic word processing
-  Ability to send & receive email
-  Simple understanding of how to access & browse Websites, including our course on D2L.

#### **Resources:**

-  Routine access to a secure WI-FI source or a computer that has a **BROADBAND CONNECTION** (roadrunner or DSL) or a campus network connection... **Dial-up access is NOT sufficient!**
-  If you don't have a device to access the Internet, you will need to use one of the campus labs or a computer source found in your city and state (see "Technology Resources" under Content on our D2L course site for information on where UWM labs are located).
-  The computer you use must have a basic word processing package such as **Word or Windows.**
-  You will have to be able to view **Word documents, Adobe PDF and HTML video files.**
-  All required programs have free downloads, which are accessible under Content and "Technology Resources" on our D2L course site.

### **TIME:**

Even though this class doesn't meet in-person you still should set a strict schedule for yourself. If you fall behind your ability to pass will be extremely difficult. To help stay connected with this course schedule specific times each week (as if you were attending a class) to accomplish certain tasks. If you have the slightest tendency to put things off or to be disorganized, especially where computers are concerned, this course may not be suitable for you.

You should plan to spend approximately four to seven hours per week on this course. Remember, you're not physically attending a class (which typically runs one to three hours), or spending time traveling to and from campus while juggling homework– so this is pretty standard.

**Here's how your time might be allocated during most weeks:**

-  30 minutes reading outlines (Word documents)
-  1 - 2 hours reading from your textbook and assigned articles
-  10 minutes - 2 hours viewing a video
-  30 minutes - 1 hour to prepare for your weekly online quiz, and then actually taking it
-  1 – 2 hours to write and post your weekly discussion assignment

It is up to you to organize your time effectively to get your work done. The deadlines and weekly assignments & quizzes are intended to keep you up to speed.

**DUE DATES:**

**11:59PM SUNDAYS: weekly-assigned readings, quizzes, main discussion responses & midterm/final exams**

**11:59PM MONDAYS: group discussion replies**

For the entire semester it is very important that you start your homework in this class as early in the week as possible. Three main reasons:

- #1) Computers have different exact internal times. 11:59pm on your computer may be a minute off of the D2L computer time. Therefore, if you are working dangerously close to the 11:59pm deadline, be sure to post at least a few minutes prior to 11:59 on your computer.
- #2) Screenings require anywhere from 10 minutes to 2 hours of time. If you wait until the evening of the due date to start you will run out of time to read, watch, and discuss everything you need to accomplish.
- #3) **If everybody tries to access the screenings online at the same time there is a chance that D2L will malfunction and the screening will not work.** Not being able to watch means not being able to partake in the discussion. This leads to failing grades. There are no exceptions for late work if you contact me on the day of the deadline.

**COURSEWORK & GRADING:**

As mentioned previously, all weekly readings, quizzes, main discussion postings and exams are due by 11:59pm on SUNDAY. Group replies are due by 11:59pm the following MONDAY. This 2<sup>nd</sup> deadline is to ensure each of you have content to respond to, especially when some students wait until the last minute to post.

**You are responsible for completing the following:**

- |  |             |
|--|-------------|
| • 12 online weekly quizzes (highest 10 will be counted)      | 30%         |
| • 11 online discussion postings (highest 10 will be counted) | 35%         |
| • 2 online exams - Midterm (worth 15%) & Final (worth 20%)   | 35%         |
|  | <b>100%</b> |

**Quizzes (worth 30% of final grade):**

Each week you will take an online quiz by 11:59pm, Sunday night. The quizzes are timed at 15 minutes. They consist of 10 random true/false & multiple-choice questions from the **previous and current** week's content. Overall, there are a total of twelve quizzes.

To accommodate for late adds and life conflicts I automatically **drop TWO of your lowest quiz scores** at the end of the semester. Therefore, ten out of twelve quizzes count towards 30% of your course grade. There are no make-up quizzes. If you miss a quiz consider it dropped. Keep in mind that you are still responsible for knowing the content from that week since questions may appear on the midterm or final.

Three important quiz tips:

-  Take the quiz on a "secure" site. This is a stable computer with High Speed Internet. All of the campus computer labs are equipped with this technology.
-  You have to SAVE each question as you go!!! If there's time you can always go back at the end and change answers. If the quiz unexpectedly "times out" during your session, I am only able to count your score if I can see the answers that were saved.
-  Thoroughly complete all readings and screenings prior to starting. I've found that students do better on quizzes and retain more information when they print hard copies of the readings and take notes, or highlight key points as they read and watch screenings.

**Online Discussion Postings (worth 35% of final grade):**

You've been added to an online discussion group of roughly 7-8 students. You can find your group number under "Start Here" inside D2L Content. Discussion Assignments are posted at the bottom of the corresponding week's content. Questions draw on concepts and ideas found in your readings, outlines and screenings for that particular week. There are a total of eleven discussion postings.

To accommodate late adds and life conflicts I automatically **drop ONE of your lowest discussion scores** at the end of the semester. Therefore, ten out of eleven discussions will count towards 35% of your course grade. There are no make-up discussions. If you miss a discussion, consider it dropped.

All discussion assignments have two deadlines. Each of you are responsible for answering the main questions by 11:59pm Sunday night of each week. Group responses are due by 11:59 the following Monday night. This is done to ensure each of you have content to respond to, especially when some students wait until the last minute to post.

A grading rubric with "percentage grade" run-downs will be found on the top of each assignment. Each assignment has a different rubric. Make sure you read all of these to have clear expectations of what to address in your answers, and to know where credit will be allocated. **Feedback will only be provided to those students who don't receive full points on their assignment.** This is done to ensure you know why you were marked down and to help you improve future postings. The feedback will be found under "comments" inside your grades.

To post your responses, click on **Discussions** in D2L's upper toolbar. Look for the current week's forum, and then click on your Group #. Next, click on **Compose**. Make sure you give your posting a logical subject.

**Five “must-follow” discussion rules: MAKE SURE TO READ THIS AND FOLLOW THE DIRECTIONS!**

-  Compose your posting offline using your local word processor (e.g., Word for Windows) and save your posting as a file to your local computer. This will ensure access to a saved copy of your work if something goes wrong while you are posting. **Do NOT post a link to your posting!!! You must copy-and-paste the content of your posting** directly into the message window. Posting links to files as opposed to the content creates access problems for myself and other students. This doesn't allow people to engage with your discussion and means your assignment is incomplete. Therefore, please **DO NOT attach a link** to your posting.
-  Although **there is not a required length for each posting they must be thorough and specific.** I will be looking for details that show me you completed and engaged with the readings, know key names and topics mentioned in the content, understand terminology, and thoroughly watched the entire screening. This means you'll need to **include specific scenes from the screenings, or main ideas from readings to support your arguments.**
-  It is imperative that you **critically analyze** the content in your own posting, as well as student reply postings. Your posting needs to further or challenge the question and response with **relevant examples from the screenings or readings.** Vague or general reactions will be substantially marked down. Therefore, when responding to another student, don't simply reply: "I really liked your response. I agree that ..." This is NOT a complete reply. You need to deepen the discussion by providing insightful opinion, quotes or points from the readings, and specific descriptive details from the screening. For example, you might reply instead: "I see the value in your point about... however, I disagree with the claim.... Consider what (author's name) argued in (name of article). She believed (paraphrase author's point in own words). In addition, this is supported by the scene of (brief description) from the (name of screening)."
-  Some of the discussion topics may generate strong emotions and contradictory opinions between students. This class encourages divergent ideas and comments. Everyone should feel comfortable sharing their thoughts, even if you disagree with what others are discussing. **I don't expect everyone to agree, however, I do expect that you treat everyone with civility. All postings must be respectful of other students. You must constructively challenge another student's point or argument in a diplomatic, thoughtful fashion.**

**Exams (worth 35% of final grade):**

There are two online exams--a midterm(15%) and a final(20%), which together are worth 35% of your course grade. Both exams are a series of random true/false & multiple-choice questions.

**The midterm is due 11:59pm Sunday, March 19<sup>th</sup>.**

**The final exam is due 11:59pm Sunday, May 7<sup>th</sup>.**

**GRADING SCALE:**

<u>Percentage</u>	<u>Grade</u>	<u>Percentage</u>	<u>Grade</u>
93-100	A	70 – 72	C-
90 – 92	A-	67 – 69	D+
87 – 89	B+	63 – 66	D
83 – 86	B	60 – 62	D-
80 – 82	B-	0 – 59	F
77 – 79	C+		
73 – 76	C		

### **CONFLICTS & LATE WORK:**

Online teaching requires a firm policy in regards to deadlines, personal conflicts and late work. There are basically two main issues to be aware of:

- 1) Precise Discussion Assignment Deadlines
- 2) Legitimate versus Non-Legitimate Late Excuses

**Main discussion assignments will not be graded if they are late, even by ONE MINUTE.** Although this sounds harsh, it's necessary in an online teaching environment. Here's why - I leave the discussion forums active until the Monday night group reply deadline, which means it's physically possible to post your Sunday night response after the 11:59pm deadline. Keep in mind that D2L shows me the exact time you post. So, if I would allow a post to come in 1 minute late, this opens the door to allow another that is 2 minutes late and so on. Therefore, if you post on or after midnight on Sunday it won't be counted. It's better to post an incomplete response to meet the 11:59pm Sunday deadline, rather than squeeze in your answer a minute past the deadline and get a zero.

**Legit vs. Non-legit excuses for technical problems:** Consideration will only be made if there is a widespread technical issue (e.g. D2L is down), or if you contact IT support and the instructor **well in advance** of the deadline (at least 24 hrs prior) and we are unable to rectify the problem on time. I've strongly recommended that you work ahead to avoid D2L glitches and to allow for enough time to receive sufficient help with technical problems. Therefore, if you email me the night something is due, panicked that you can't open an article, a screening won't play, or D2L snafos, and this is not a wide spread issue, unfortunately, there's not a lot we can do at that point.

**Legit vs. Non-legit excuses for personal/work needs:** Although there are strict course requirements, I recognize the complexity of student life and will work with you on making this class accessible. If you are struggling to meet a deadline for personal hardships or work reasons, please notify me **ahead** of the due date. I am able to provide extensions as long as your issue is legitimate and communication is timely, respectful, and handled in a professional manner. Work related excuses need documentation from your place of employment. Deaths in the family, as impersonal as this seems, require an obituary. If you know of an upcoming conflict with a deadline (wedding, business trip, vacation), contact me as far in advance as possible to make arrangements to turn in work EARLY. Notification of a missed deadline after the due date, and without proper documentation, will not be considered.

**Legit vs. Non-legit excuses for health-related needs:** If you have a medical emergency, learning disability, psychiatric or medical disability impacting your ability to perform, you (or someone close to you) will be expected to contact me about this situation in a professional and timely manner. I am more than happy to provide workable deadlines and coursework support and extensions as outlined by the Accessibility Resource Center (<http://uwm.edu/arc/>). You will need to provide documentation such as: ARC Visa, a written excuse from a doctor, or hospital record. Minor illnesses (cold, flu, headache) are NOT legitimate excuses to miss an online deadline. In addition, **don't wait until the end of the semester** to come to me with personal issues or health conditions. It will be too late to provide help at that point.

### **EMAIL & COMMUNICATION:**

If you don't use your college email account you **MUST** have your UWM mail forwarded to the email account you use most often. Your UWM account is what I will use to contact you.

This is an online class and some elements may be confusing without face-to-face explanation. Therefore, it is essential that you contact me with questions about articles, screenings, policies and schedules as soon as they arise. I try to make myself as accessible as possible in order to make sure there are no confusing moments along the way. The fastest and most effective way to get a hold of me will be by email ([tmgallun@uwm.edu](mailto:tmgallun@uwm.edu)). In certain circumstances, I will make accommodations to receive phone calls or meet face-to-face.

Since most of you have grown up with a computer or electronic communication device in your hands, you are probably used to typing casual commentary and personal vents. Correspondence within an academic setting should be professional in nature. If you need to contact me about a concern it must be timely and respectful. Basically, if you wouldn't use certain words or tone when speaking to me in person don't email it. Let's work together to avoid miscommunication or misread emails. Misuse of professional email correspondence (flaming, trolling, whining, threats, YELLING, etc.) will be ignored, and depending on severity, may result in further disciplinary action. I'm easy to approach and more than happy to listen and help if something is troubling you.

### **WHAT TO DO IF YOU HAVE PROBLEMS WITH DESIRE2LEARN (D2L)**

If you have problems with your login (e.g., you forgot your password, or if you just can't get on) or if you run into any other typical Desire2Learn difficulties, help is available 24 hours a day, 7 days a week. You may do one of the following:

- Send a request using [GetTechHelp.uwm.edu](mailto:GetTechHelp.uwm.edu) @ the following link:  
<http://www4.uwm.edu/technology/help/campus/help-request-form.cfm>
- Pick up a phone and call 414.229.4040 (or just 4040 on a UWM campus phone)

### **UNIVERSITY POLICIES**

<http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf>

#### **1. Students with disabilities**

<http://www4.uwm.edu/sac/SACltr.pdf>

#### **2. Religious observances.**

<http://www4.uwm.edu/secu/docs/other/S1.5.htm>

#### **3. Students called to active military duty.**

Students: [http://www4.uwm.edu/current\\_students/military\\_call\\_up.cfm](http://www4.uwm.edu/current_students/military_call_up.cfm)

Employees: <http://www4.uwm.edu/secu/docs/other/S40.htm>

**4. Incompletes.** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. <http://www4.uwm.edu/secu/docs/other/S31.pdf>

**5. Discriminatory conduct** (such as sexual harassment). Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. . <http://www4.uwm.edu/secu/docs/other/S47.pdf>

**6. Academic misconduct.** Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.

<http://www.uwm.edu/Dept/OSL/DOS/conduct.html>

**7. Complaint procedures.** Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. <http://www4.uwm.edu/secu/docs/other/S49.7.htm>

**8. Grade appeal procedures.** A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.

<http://www4.uwm.edu/secu/docs/other/S28.htm>

**9. Other** The final exam requirement, the final exam date requirement, etc.

<http://www4.uwm.edu/secu/docs/other/S22.htm>

**Make sure to read you Coursework Schedule next. It is separate from this document.**