

CMN413 Communication Ethics

Faculty of Communication - Compulsory Course

Credit: 3 ECTS: 5



Course Description: This course delves into the fundamental role of ethics in the field of communication and media studies. It explores the philosophical underpinnings of ethics and morality, and how these concepts shape various aspects of media and communication practices, including journalism, advertising, public relations, and digital media. Through in-depth discussions and case studies, students will gain a comprehensive understanding of the ethical considerations that influence decision-making in the media industry.

Course Outcomes:

- Understand the philosophical foundations of ethics and its relevance in communication and media studies.
- Analyze and evaluate ethical dilemmas and moral issues within various media and communication practices.
- Explore different ethical perspectives, including relativism, absolutism, utilitarianism, and deontology, and their implications for decision-making.
- Examine the ethical responsibilities of journalists, advertisers, public relations professionals, and digital media practitioners.
- Develop critical thinking skills to navigate complex ethical challenges in the media industry.
- Apply ethical principles to real-world scenarios through reflective essays and class discussions.
- Engage in constructive discussions on the ethical implications of new media technologies and platforms.
- Demonstrate understanding of global communication and media ethics through readings and research.