

**FACULTY OF SOCIETY AND SCIENCE
Ethics and Values in Communication**

Course code (LAIS):	KomZ5023				
Study programme:	Strategic Communication and Governance				
Type of Study Program	<input checked="" type="checkbox"/>	Master program			
Type of Study course:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Jānis Buholcs, Linda Veliverroenena				
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Course Form:	Consultation: according to the schedule for each semester				
Study year, semester:	Full time studies				
Language:	Latvian, English				
Prerequisites for the Course:	Basic knowledge of public communication issues, media, and ethics.				
Course Summary:	The study course provides an overview of various aspects of communication ethics. It describes the main normative theories of ethics, analyzes the fundamental concepts of ethical conduct, and discusses issues related to their interpretation and application. The course also examines ethical aspects that concern journalism, public relations, advertising, and other spheres of public communication that helps to advance the understanding of ethical communication, including persuasion. The classes also provide insight in various dilemmas that are related to conflicts of interest, minimizing harm, conflicting loyalties, and intersections of interests and expectations of various parties.				
Course Methods, including description of the organization of students' individual work and tasks:	Types of classes: Lectures, seminars Study methods: case analysis Study course methods and study work types: case study. Within the framework of the study course students independently carry out three case studies, the scope of each case analysis is five pages. In this study course, case analysis accounts for 100% of the total amount of permanent work.				
Assessment:	Written exam				
Requirements for Credits and Criteria for Assessing the Course Results:	<ul style="list-style-type: none"> - active participation in seminars (makes up 35% of the final grade) - attaining a positive grade (at least 4) in the written exam (makes up 65% of the final grade) - observation of academic ethics, including the ethical principles of the Vidzeme University of Applied Sciences and The regulations of academic ethics. If a student has broken these principles, he or she will not receive a positive final grade. - If a student does not fulfill all the requirements needed to get a positive grade, he or she will have to take the whole course again next time. Exam will be evaluates in 10 point system and the exam will be passed in case the student will answer correctly to at least 50% of the questions.				
Course Contents:	<ol style="list-style-type: none"> 1. Ethics and moral arguments 2. Virtue ethics 3. Consequentialism 4. Deontology 5. Personal and professional values and ideologies 6. Journalism ethics: claims of truth, objectivity, neutrality. 7. Codes of ethics 8. Integrity, agency, and responsibility 				

	<ul style="list-style-type: none"> 9. Conflicts of interest 10. Ethical issues of privacy, anonymity, transparency, and surveillance 11. Representation ethics and visual representations 12. Freedom of speech and its limitations 13. Ethics and persuasion 14. Authorship, reuse, and plagiarism 15. Agonism, whistleblowing, and the ethics of dissent 16. Ethics of correctness and inclusiveness 17. Ethical issues in online environment 		
Learning Outcomes; the evaluation methods and criteria	Learning Outcomes	The evaluation methods and criteria	
	Knowledge		
	The main theoretical interpretations of ethics	Seminar discussions and exam	
	Main concepts of ethical conduct, such as truth, avoidance of conflict of interest, responsibility, integrity.	Seminar discussions and exam	
	The ethical principles in media and other institutions related to public communication	Seminar discussions and exam	
	Understand the impact of decisions made by public communicators on societal processes	Seminar discussions and exam	
	Skills		
	Identify ethical dilemmas in communication and articulate solutions to them	Literature studies and seminar discussions	
	Apply codes of ethics to practical situation and understand the limitations of the codes	Literature studies and seminar discussions	
	Reason about complexities of conflicting moral perspectives	Seminar discussions and exam	
	Discuss issues of inclusion, limits of freedoms and ethical obligations	Seminar discussions and exam	
	Competency		
	Ability to apply moral perspectives to examination of one's individual and professional activities	Literature studies and seminar discussions	
	Make judgements about various aspects of public communication practice	Seminar discussions and exam	
Discuss ethical challenges related to the online information environment	Seminar discussions and exam		
Course Compulsory literature:	<ul style="list-style-type: none"> 1. Berkman, I., & Shumway, C. A. (2003). <i>Digital dilemmas: Ethical issues for online media professionals</i>. Iowa: Iowa State Press. 2. Bivins, T. H. (2009). <i>Mixed media: Moral Distinctions in advertising, public relations, and journalism</i>. 2nd edition New York: Routledge. 3. Ess, C. (2011). Ethical dimensions of new technology/media. In G. Cheney, S. May, D. Munshi (Eds), <i>The handbook of communication ethics</i> (pp. 204–220). New York: Routledge. 4. Gordon, A. D., Kittross, J. M., Merrill, J. C. (1999). The ethics of “correctness” and “inclusiveness”: Culture, race, and gender in mass media. In <i>Controversies in media ethics</i>. 2nd edition (pp. 124–147). New York: Longman. 5. Iggers, J. (1999). <i>Good news, bad news: Journalism ethics and the public interest</i>. Westview Press. Macnamara, J. (2015). The continuing convergence of journalism and PR: New insights for ethical practice from a three-country study of senior practitioners. <i>Journalism & Mass Communication Quarterly</i>, 93(1), 118–141. 6. Kovach, B. & Rosenstiel, T. (2007). <i>The elements of journalism: What newspeople should know and the public should expect</i>. New York: Three Rivers Press. 7. O’Leary, Rosemary (2014). <i>The ethics of dissent: Managing guerrilla government</i>. 2nd edition. Los Angeles: Sage. 		
	Course additional literature:	<ul style="list-style-type: none"> 1. Cheney, G., May, S., & Munshi, D. (2011). <i>The handbook of communication ethics</i>. New York: Routledge. 	

	<ol style="list-style-type: none"> 2. DiSalvo, C. (2012). <i>Adversarial design</i>. Cambridge: MIT Press. 3. Knowlton, S., & Reader, B. (2009). <i>Moral reasoning for journalists. 2nd edition</i>. Westport: Praeger. 4. Lyon, D. (2017). Surveillance culture: Engagement, exposure, and ethics in digital modernity. <i>International Journal of Communication</i>, 11, 824–842.
Course confirmation date:	08.11.2017.
Date of course description update:	08.11.2017.

Study Course Plan:

Theme	Academic hours		Study Form
	Contact hours	Independent work hours	
The moral argument. Virtue ethics	2	2	Lecture
Deontology. Consequentialism	2	4	Lecture
Personal and professional values and ideologies	2	4	Lecture
Journalism ethics: truth, objectivity, and neutrality. Issues of representation. Political correctness and inclusiveness	2	6	Seminar
Codes of ethics	2	4	Lecture
Integrity, agency, and responsibility. Conflicts of interest	2	4	Lecture
Ethical issues of privacy, anonymity, transparency, and surveillance	2	4	Lecture
Ethics and persuasion. Freedom of speech	2	6	Seminar
Authorship, reuse, and plagiarism	2	4	Lecture
Agonism, whistleblowing, and the ethics of dissent	2	4	Lecture
Ethical issues in online environment	2	4	Lecture
Exam	2	10	Exam
	24	56	