

SYLLABUS_TUTORIAL	
Title of the course: Media Ethics	
Course lecturer: Dunja Majstorović Jedovnicki, associate professor	
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Study program: Undergraduate Study in Journalism	
Year of the study: III (summer semester)	
ECTS: 5	
Course description and course objectives:	The course objective is to introduce students to the basic principles of media ethics, the historical development of the discipline as well as to tackle some of the contemporary challenges of the journalistic profession. The course will focus on both the theory (ethical codes, instruments of media self-regulation), and the most recent research in media ethics as well as discuss the specific cases of ethical disputes in the media. Special attention will be given to reporting on vulnerable social groups (children, minorities).
Course enrolment requirements and entry competences:	None.
Learning outcomes (at the level of the course):	After having taken the course, students will be able to: • define the basic principles of media ethics • recount the historical development of media ethics and codes of conduct • define the different instruments of media self-regulation • recognize and critically assess the ethics of individual media content • understand the specificities of reporting on vulnerable social groups
Course content (weekly class schedule):	1. Defining media ethics (key values, ethical theories) 2. The history of media ethics 3. Moral reasoning and ethical orientation of journalists 4. Professional reporting standards and media accountability 5. Ethical codes (codes of conduct) and other instruments of media self-regulation 6. Ethical controversies in the media 7. Reporting on minorities and other vulnerable social groups
Required reading:	Baydar, Y., Hulin, A., Lani, R., Mollerup, J., Turtia, T., Vilović, G., & Zlatev, O. (2011). <i>Professional journalism and self-regulation: new media, old dilemmas in South East Europe and Turkey</i>. Unesco. https://unesdoc.unesco.org/ark:/48223/pf0000190810 Day, L. A. (2006). <i>Ethics in media communication: Cases and controversies</i>. Thomson, Wadsworth // Part 1, Chapter 1-3, p. 2-75.; Part 2, Chapter 13, p. 417-430. Frost, C. (2016) <i>Journalism Ethics and Regulation</i>. Routledge. // Chapter 6, p. 89-116; Chapter 9, p. 159-179. Plaisance, P. L. (2018). Defining the field. In: Plaisance, P. L. (ed.) <i>Communication and media ethics</i>. Boston/Berlin: De Gruyter Mouton, p. 1-14. Plaisance, P. L., Skewes, E. A., & Hanitzsch, T. (2012). Ethical orientations of journalists around the globe: Implications from a cross-national survey. <i>Communication Research</i>, 39(5), 641-661.

	Ward, S. J. (2021). What Is Global Media Ethics? In: Ward, S. J. (Ed.). <i>Handbook of global media ethics</i>. Springer International Publishing, p. 5-21. Wilkins, L. & Brennan, B. (2004) Conflicted interests, contested terrain: journalism ethics codes then and now, <i>Journalism Studies</i>, 5:3, 297-309. Wilkins, L. & Christians, C.G. (eds.) (2020) <i>The Routledge handbook of mass media ethics</i> (Second edition). New York: Routledge // Part 1, Chapters 1-5, p. 3-87.; Part 2, Chapter 8, p. 101-114.
Student participation and requirements:	Students will be required to attend and participate in classes as well as to prepare two assignments. One assignment will be a written analysis of a journalism ethics code (from their country, if available and up to two pages long). The second assignment will be an essay on an agreed upon topic (up to seven pages long) and an oral presentation on the same topic.
Grading and evaluating student work in class and at the final exam:	Students will be evaluated in accordance with their oral presentation and the written assignments.
Grading scale:	Excellent (5); Very good (4); Good (3); Satisfactory (2); Unsatisfactory (1)