

Course Name : Media and Ethics							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 412	B	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Ndricim Ciroka, PhD					
Assistant		Aleksandër Çipa, Msc					
Course language		Albanian					
Course level		Master					
Description		This course will address the ethical aspects of media. The course will provide an overview of the school, the ideas of ethical views as analytical instruments for judging the various issues, which are derived from the ways in which different media reflect events of the day. In the continuation students will be acquainted with the ethical judgment models, with problems of "low language", the importance of clarity and accuracy, with views associated with the truth and objectivity, privacy or phenomena expressed in terms of new media.					
Objectives		In this course students will be trained in the development and consolidation of ethical judgment of phenomena that appear often in the work of media and especially the work of new media. They will be able to identify the various case studies and justify their answers.					
Core Concepts							
Course Outline							
Week	Topic						
1	Basic notions of ethics						
2	Ethical school of old Greece.Virtue to me and to my companionship according to Plato						
3	From utilitarians to the pessimism of Shopenhauer / Nietzsche, Spenser, Darwin, Sartre, Charles Taylor: Ethics of Authenticity						
4	Model of ethical judgment - (Clifford Christian)						
5	Relations with media and actual malice						
6	Media and ordinary people						
7	Low language, consequences and legal treatment						
8	Midterm Exam						
9	Responsibility to audiences - the public interest						
10	The truth, clarity, accuracy. The BBC's ethical code						
11	Private life and media interventions						
12	New media and consequences of multiple actors (as we understand the truth)						
13	Privacy, violence and pornography - concerns in the era of new media						
14	To save communication (D.Wolton)						
15	Repetition						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• B.Kovach&T.Rosenstiel, “Flu, si të mësojmë të vërtetën...”, ISHM 2010 • Ch.Ess, “Etika e Mediave të Reja”, ISHM 2013 • Ph.Patterson&L.Wilkins, “Etika e Medias”, Albanian University • Perplasja e Injorancave dhe Perlasja e Intolerancave, ISHM 2014		
References			
Course Outcome			
1	Students will acquire knowledge about the media ethics.		
2	Students will study the norms, guidelines governing the media industry.		
3	Students will be able to discuss the construction of an ethical and professional media industry.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	20
Quizzes		0	0
Projects		1	10
Term Projects		0	0
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			30
Final exam percent			70
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	1	0	0
Midterms	1	8	8
Final Exam	1	10	10
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00