Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Lecturers in academic year 2020-2021
De Wolf, Ralf PS01 lecturer-in-charge
De Ridder, Sander PS01 co-lecturer

Offered in the following programmes in 2020-2021
Bachelor of Science in Communication Science

Teaching languages
Dutch

Keywords
Ethics, journalistic deontology, objectivity, truth, transmission of values, responsibility, privacy, universal moral principles.

Position of the course
Situated in the Bachelor of Communication Studies. The goal is to familiarize students with the main ideas of the various ethical models. In the end they should be able to put the empirical and theoretical knowledge on this subject into a critical-normative model. They must also be able to interpret and criticize urgent social problems on ethics and media, and formulate their own hypotheses with rational arguments.

Contents

Initial competences
Academic level of thinking and working.

Final competences
1. The ability to, in specific cases, pronounce an opinion on the ethical content of messages and statements that are spread through the media, evaluate them in a practical context and debate about this with rational arguments. Observance of ethical codes when making use of social networking.
2. Thorough understanding of the normative framework of media and ethics, including the relation to law, professional ethics and self-regulation.
3. Thorough knowledge and critical analysis of applications and developments with respect to ethics from the perspective of communication sciences.
4. Explain and deal critically with the developments, characteristics and applications of the media and ethics.
5. To form a sound opinion on concrete applications and current developments regarding media and ethics.
6. Thorough understanding and actif awareness of the principles, codes and deliberation frameworks with respect to socially responsible and professional ethical conduct in the media.
7. To recognize and analyse issues of media and ethics in an independent and critical analytical manner.
8. To show flexibility, capacity for adaptation and creativity in fulfilling tasks and assignments.
9 Thorough understanding of the (journalistic) freedom of expression and of the social responsibilities of communicators in relation to economic, social, cultural, political and technologoical developments.
10 To have a critical-ethical attitude, a sense of deontology and social responsibility.
11 To testify to a sense of responsibility in practicing communication, with thorough understanding of developments regarding globalisation and with respect of diversity and pluralism.

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Lecture, self-reliant study activities

Extra information on the teaching methods
Lecture, self-reliant study activities.  
- Introductory interactive lectures, with analyses of numerous illustrations and key issues of media and ethics.
- Guest lectures.
- Media tests (actual knowledge and critical analysis of actual applications and developments in respect with media and ethics).

Learning materials and price

References
Stephan Ward, ‘Ethics and the Media’  
Huub Evers, ‘Media-ethiek’

Course content-related study coaching
- Support through Minerva (slides, lectures schemes, additional documentation, links, FAQ, email).
- Regular office hours for meeting with students during lecturing periods on Monday from 3.45pm till 4.30pm

Evaluation methods
end-of-term evaluation

Examination methods in case of periodic evaluation during the first examination period
Oral examination

Examination methods in case of periodic evaluation during the second examination period
Oral examination

Examination methods in case of permanent evaluation

Possibilities of retake in case of permanent evaluation
not applicable

Extra information on the examination methods
Evaluation of independent work:
Writing an individual paper about a current application concerning media and ethics.

Oral examination:
To give evidence of a critical view about media, society and ethical systems and to show awareness of the social relevance of media and ethics, including ethical and normative aspects.

Both the oral exam as the evaluation of the independent work are formatted and organised in order to evaluate the targeted final competences.

Calculation of the examination mark
Periodic assessment (100 %)

(Approved)