

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

COMMUNICATION and ETHICS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMUNICATION and ETHICS	PR3214899	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Doğa ÇÖL				
Name of Lecturer(s)	Assist.Prof. Doğa ÇÖL				
Assistant(s)					
Aim	This course explores the intersection of media studies with ethical theory, drawing on both the analytic and continental traditions. Students will engage with key philosophical texts to examine the ethical dimensions of media production, distribution, and consumption. They will critically analyze contemporary media issues through diverse ethical lenses, evaluating the implications for society and culture.				
Course Content	This course contains; What is Ethics?,Utilitarianism,Kantian Morality,Virtue Ethics,Meta-ethics,Conveying Truth and Facts,Freedom of Speech,Midterm Exam,Privacy, Surveillance, and Information,Representation and Stereotypes,Media Ownership and Ethical Consumption,Internet,Internet and Subcultures,What to do?,Final Exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
The student examines ethical ideas in the history of philosophy and applies them to current issues in media.			10, 3, 4, 9	E, L	
Examines and researches every aspect of moral thought. Analyzes ethical dilemmas.			10, 9	A, C, E	
Students gain the ability to evaluate the ethical dimensions of media content, including news, advertising and entertainment.			10, 13, 8	C, G	
Comprehensively researches the legal and regulatory frameworks related to media ethics and conducts studies accordingly.			10, 13, 9	C, E	
Understands and promotes high ethical standards in media production and consumption.			10, 13, 9	C, G, L	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 3: Problem Baded Learning Model, 4: Inquiry-Based Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam, E: Homework, G: Quiz, L: Group Assessment Technique				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	What is Ethics?				
2	Utilitarianism				
3	Kantian Morality				
4	Virtue Ethics				
5	Meta-ethics				
6	Conveying Truth and Facts				
7	Freedom of Speech				
8	Midterm Exam				
9	Privacy, Surveillance, and Information				
10	Representation and Stereotypes				
11	Media Ownership and Ethical Consumption				
12	Internet				
13	Internet and Subcultures				
14	What to do?				
15	Final Exam				
Evaluation Methods		Weight(%)			
(Midterm Exam) Reflection Papers x5		20			
Midterm Exam		40			
(General Exam) Participation		15			
(General Exam) Reflection Papers x5		20			
General Exam		60			

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

COMMUNICATION and ETHICS

Syllabus

Resources

- Aristotle, M., & Ostwald, M. (1911). *Nicomachean Ethics*. New York, NY: Hackett Publishing Company. Edited by C. C. W. Taylor.
- Baron, M. W., Pettit, P., & Slote, M. (1997). *Three Methods of Ethics: A Debate*. Malden, MA: Wiley-Blackwell. Edited by P. Pettit & M. Slote.
- Beauchamp, T. L. (Ed.). (1998). *David Hume: An Enquiry Concerning the Principles of Morals: A Critical Edition*. Oxford: Clarendon Press.
- Bentham, J. (1780). *An Introduction to the Principles of Morals and Legislation*. New York, NY: Dover Publications. Edited by J. H. Burns & H. L. A. Hart.
- Copp, D. (Ed.). (2006). *The Oxford Handbook of Ethical Theory*. New York, NY: Oxford University Press.
- Crisp, R., & Slote, M. (Eds.). (1997). *Virtue Ethics*. Oxford: Oxford University Press.
- Driver, J. (2006). *Ethics: The Fundamentals*. Malden, MA: Wiley-Blackwell.
- Hobbes, T. (2006). *Leviathan*. In A. Martinich, F. Allhoff, & A. Vaidya (Eds.), *Early Modern Philosophy: Essential Readings with Commentary*. Blackwell.
- Hooker, B. (2000). *Ideal Code, Real World: A Rule-Consequentialist Theory of Morality*. New York, NY: Oxford University Press.
- Kagan, S. (1989). *The Limits of Morality*. New York, NY: Oxford University Press.
- Kamm, F. (2007). *Intricate Ethics: Rights, Responsibilities, and Permissible Harm*. New York, NY: Oxford University Press.
- Kant, I. (1785). *Groundwork for the Metaphysics of Morals*. New York, NY: Oxford University Press. Edited by T. E. Hill & A. Zweig.
- Korsgaard, C. M. (1996). *Creating the Kingdom of Ends*. New York, NY, USA: Cambridge University Press.
- Mill, J. S. (1987). *Utilitarianism and Other Essays*. New York, NY, USA: Penguin Books. Edited by J. Bentham & A. Ryan.
- O'Neill, O. (1989). *Constructions of Reason: Explorations of Kant's Practical Philosophy*. New York, NY: Cambridge University Press.
- Parfit, D. (2011). *On What Matters: Two-Volume Set*. New York, NY: Oxford University Press.
- Plato, P., & Shorey, P. (2000). *The Republic*. ePenguin. Edited by C. Johnson, H. D. Lewis & B. Jowett.
- Portmore, D. W. (2011). *Commonsense Consequentialism: Wherein Morality Meets Rationality*. New York, USA: Oxford University Press USA.
- Rawls, J. (n.d.). *A Theory of Justice*.
- Scanlon, T. (1998). *What We Owe to Each Other*. Cambridge, MA: Belknap Press of Harvard University Press.
- Scheffler, S. (1982). *The Rejection of Consequentialism: A Philosophical Investigation of the Considerations Underlying Rival Moral Conceptions*. New York, NY: Oxford University Press.
- Shafer-Landau, R. (Ed.). (2007). *Ethical Theory: An Anthology*. Malden, MA: Wiley-Blackwell.
- Timmons, M. (2001). *Moral Theory: An Introduction*. Lanham, MD: Rowman & Littlefield Publishers.