

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**MEDIA and ETHICS**

**Syllabus**

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA and ETHICS	YMİ3214886	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Doğa ÇÖL				
<b>Name of Lecturer(s)</b>	Assist.Prof. Doğa ÇÖL				
<b>Assistant(s)</b>					
<b>Aim</b>	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.				
<b>Course Content</b>	This course contains; What is Ethics?,Utilitarianism and Consequentialism,Kant and Morality,Virtue Ethics,Meta-ethics,Subjectivism,Relativism,Midterm exam,Conveyance of Truth and Facts,Privacy, Surveillance and Knowledge,Media Ownership and Ethical Consumption,Internet,Integrating Ethical Theories in Media Practice,Contemporary Issues in Media Ethics and Beyond,Final Exam.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Examines ethical thinking in the history of philosophy and adapts them to current problems in media.			10, 3, 4, 9	E, L	
Examines and conducts research on moral thought through multiple aspects. May analyze ethical dilemmas.			10, 9	A, E	
Students will develop the ability to evaluate the ethical dimensions of media content, including news, advertising, and entertainment.			10, 13, 14, 9	C	
Understands and promotes high ethical standards in media production and consumption.			10, 12, 13, 9	C, G	
Comprehensively researches legal and regulatory frameworks related to media ethics and works accordingly.			10, 13, 9	C, G	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 3: Problem Baded Learning Model, 4: Inquiry-Based Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, C: Multiple-Choice Exam, E: Homework, G: Quiz, L: Group Assessment Technique				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	What is Ethics?	Sandel, M. J. (2015). Justice: What's the right thing to do? Chapter 1. Kuçuradi, İ. (2018). Ethics. Chapter 1.			
2	Utilitarianism and Consequentialism	Bernard Williams, Morality, Chapter 10 - Utilitarianism			
3	Kant and Morality	Immanuel Kant, Critique of Practical Reason, Hackett			
4	Virtue Ethics	Aristotle, Nichomachean Ethics			
5	Meta-ethics				
6	Subjectivism	Bernard Williams, Chapter 4 - Subjectivism			
7	Relativism	Bernard Williams, Chapter 1			
8	Midterm exam	Review of all topics.			
9	Conveyance of Truth and Facts	Chapter 7 - Moral Standards and the Distinguishing Mark of a Man			
10	Privacy, Surveillance and Knowledge				
11	Media Ownership and Ethical Consumption	Chapter 9 - What Is Morality about?			
12	İnternet				
13	Integrating Ethical Theories in Media Practice	Compare and contrast the theories covered (amoralism, subjectivism, relativism, utilitarianism)			
14	Contemporary Issues in Media Ethics and Beyond				
15	Final Exam				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

Resources
Williams, B. (1993). Morality: An Introduction to Ethics (Reprint edition). Cambridge University Press.
Sandel, M. J. (2015). Justice: What's the right thing to do? Farrar, Straus and Giroux.
Aristotle, M., & Ostwald, M. (1911). Nicomachean Ethics. New York, NY: Hackett Publishing Company. Edited by C. C. W. Taylor.
Blackburn, Simon. (2018). Etik. Dost Kitabevi. 978-9752985940.
Kuçuradi, İoanna. (2018). Etik. TFK Yayınları. 978-9757748137.
Kuçuradi, İoanna. (2019). Etik. TFK Yayınları. 9757748641.