

School of Communication / Public Relations and Advertising
2023 - 2024 Academic Year
MEDIA and ETHICS
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
MEDIA and ETHICS	HR3214886	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
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 and Consequentialism,Kant and Morality,Virtue Ethics,Meta-ethics,Conveying the Truth and Facts,Freedom of Expression,Midterm exam,Privacy, Surveillance and Knowledge,Media Ownership and Ethical Consumption,Internet,Internet and Subcultures,What to do?,Final Exam.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
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	
Teaching Methods	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				
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 and Consequentialism				
3	Kant and Morality				
4	Virtue Ethics				
5	Meta-ethics				
6	Conveying the Truth and Facts				
7	Freedom of Expression				
8	Midterm exam				
9	Privacy, Surveillance and Knowledge				
10	Media Ownership and Ethical Consumption				
11	Internet				
12	Internet and Subcultures				
14	What to do?				
15	Final Exam				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
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.