

Minnesota State University Moorhead

COMM 400: Mass Media Ethics and Issues

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Study of ethical considerations in advertising, journalism and public relations as well as major contemporary issues in the mass media. Emphasis will be placed upon research findings regarding mass media effects and the resultant alternatives for policymakers, practitioners and consumers.

B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Understanding of ethical responsibilities in advertising, journalism and public relations.
2. Understanding of accountability systems such as professional code of ethics, ombudspersons, research and professional development institutes, direct and indirect feedback and press councils.
3. Understanding of ethical principles related to veracity, freedom, fairness, accuracy, objectivity, non-violence, dignity and mindfulness.
4. Understanding of policy analysis proposals offering possible solutions for problems in social and industrial media.
5. Understanding of research findings regarding the impact of violent portrayals upon aggressive behavior, sexual portrayals upon sexual behavior and political portrayals upon political behavior.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted