

100-506 Media Ethics

Credit Points:	12.500
Level:	Graduate/Postgraduate
Dates & Locations:	This subject is not offered in 2008.
Time Commitment:	Contact Hours: A 3-hour seminar per week Total Time Commitment: Not available
Prerequisites:	Admission to an approved coursework masters program.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Prof Sean Cubitt
Subject Overview:	<p>Despite claims that contemporary societies no longer share values or moral codes, media professionals and audiences alike demand that both reporting and fiction respond to ethical imperatives. This subject addresses competing schools of virtue, value, deontological, utilitarian, relativist and pluralist ethics. It assesses international professional codes in media and related industries and pinpoints areas where one code clashes with another; at claims for special ethical consideration of women, indigenous peoples, armed forces, animals and the natural environment; at assumptions about human rights and obligations; at the cultural specificity of ethical standards. It encourages critical engagement with the grounds on which ethical decisions must be made by media professionals, policy makers and professionals dealing with the media; and to develop critical understanding of the changing landscape of global media ethics.</p>
Assessment:	<p>Discourse analysis essay 1000 words 25% (due mid-semester), ethical issues essay 1000 words 25% (due mid semester) and a final case study essay 3000 words 50% (due end of semester).Note: Assessment submitted late without an approved formal extension will be penalised at 2% per day. Students who fail to submit up to 2-weeks after the final due date without a formal extension and/or special consideration will receive a fail grade for the piece of assessment.</p>
Prescribed Texts:	None
Recommended Texts:	A class reader will be available
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # be able to prepare and present their ideas in both verbal and written mode, and in conformity to conventions of academic presentation; # be able to reflect on their own learning and take responsibility for organising personal study; # be able to participate in discussion and group activities and be sensitive to the participation of others.
Related Course(s):	Master of Arts (Global Journalism)

	Master of Arts (Global Media Communication) Master of Global Media Communication Postgraduate Diploma in Arts (Media and Communication)
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