Bemidji State University

MASC 3850: Media Ethics and Law

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course introduces students to the study of media ethics and the principles of media law as they apply to the work of media and communications professionals in a variety of fields. Examines the principles on which American law is based and discusses the creation, interpretation and the role of law, while analyzing ethical issues through case studies concerned with different media, including advertising, film, photojournalism, print and broadcast journalism, public relations, television and World Wide Web. Introduces a variety of key issues in media law and ethics and demonstrates the complexities in reaching outcomes.

B. COURSE EFFECTIVE DATES: 01/12/2015 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. 1. U.S. Legal System
2. 2. Basic Ethical Theory and Historical Perspectives
3. 3. First Amendment and the Freedom of Speech
4. 4. Risks to Public Safety
5. 5. Damage to Reputation
6. 10. The FCC and Broadcast Licensing
7. 11. Commercial Speech
8. 6. Invasion of Privacy
9. 7. Accesses to Places and Information
10. 8. Intellectual/Creative Property
11. 9. Indecency and Obscenity
12. 12. Documentary Deception
13. 13. Embedded Journalists in Wartime
D. LEARNING OUTCOMES (General)
   1. articulate the basic philosophical assumptions of traditional theories of freedom of speech, media law and media ethics.
   2. demonstrate an understanding of the historical, theoretical, legal and societal contexts within which media practitioners work.
   3. demonstrate development of an ethical basis for resolving media-related dilemmas and making decisions.
   4. identify key events and court decisions that have contributed to the historical development and context of First Amendment law.
   5. will demonstrate competence in analyzing how precedents from court decisions may be applied to current First Amendment challenges.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted