

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course code (LAIS):	ETHICS AND VALUES IN COMMUNICATION				
Course code (LAIS):	KomZ5023				
Study programme:	Strategic communication and management; Media and information literacy				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study course:	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	associate prof. Jānis Buholcs , assistant prof. Linda Veliverronena				
	janis.buholcs@va.lv ,				
	linda.veliverronena@va.lv				
	Consultation: according to the schedule for each semester				
Study Form:	Full time studies				
Study year, semester:	Year 1, Semester 1				
Language:	Latvian, English				
Prerequisites for the Course:	None				
Course Summary:	<p>The aim of the course is to provide an overview of various aspects of communication ethics. The course explores the main normative theories of ethics and analyzes the foundational concepts that concern ethical conduct. The course examines ethics on various levels, including individual behavior and media and journalism practice and organizations, and inquires about ethical communication practice — including decision-making and persuasion. During the classes, we will also discuss various dilemmas, including those related to conflicts of interest, reduction of harm, relationships with interested parties, and consequences. The course promotes skills and competencies in ethical conduct and develops participants' abilities to make moral judgements.</p>				
Course methods	Lectures, seminars, case studies, literature studies; course project (solving a dilemma)				
Assessment:	Exam – defense of the course project				
Requirements for Credits:	<p>All assignments must be completed and submitted on time. Late submissions will not be accepted.</p> <p>Assignments must be prepared in accordance with academic standards and the instructions provided by the instructors.</p>				
	<p>The final grade is made of:</p> <ul style="list-style-type: none"> - Case description – 20% - Written group report – 60% - Group presentation of the assignment – 20% <p>For a student to complete the course, the written assignment has to receive a positive grade (at least 4 points).</p>				
Abiding by the Academic Ethics	<p>Students must observe academic and research ethics and regulations governing the study and research process of the Vidzeme University of Applied Sciences, including:</p> <ul style="list-style-type: none"> – Study papers must be done independently; – The study work should reference all statements, ideas and data used that have been authored by someone else; – Sources must be either quoted or paraphrased in accordance to the academic standards. Copy-pasting a piece of text and failure to mark it accordingly constitutes 				

	<p>plagiarism. Such an offence, in turn, may result in suspending the student from the course.</p> <ul style="list-style-type: none"> – Appropriate research methods must be employed. Empirical data must be collected independently and must not be distorted or falsified; – Assignments must be carried out by the student independently, without undeclared or unethical support from other parties. <p>If the student fails to comply with academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations. This may result in either having to re-take the course or exmatriculation of the student.</p>		
Learning Outcomes; the evaluation methods and criteria	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; text-align: center;">Learning Outcomes</th> <th style="width: 50%; text-align: center;">The evaluation methods and criteria</th> </tr> </thead> </table>	Learning Outcomes	The evaluation methods and criteria
	Learning Outcomes	The evaluation methods and criteria	
	Knowledge		
	Knowledge of the main theoretical interpretations of ethics and foundational concepts of ethics	Study assignments, practical assignments, final assignment of the course	
	Knowledge on ethical issues related to the management of organizations	Study assignments, practical assignments, final assignment of the course	
	Understanding of the role of ethics in management processes from various perspectives	Study assignments, practical assignments, final assignment of the course	
	Skills		
	Ethical dilemma-solving skills; ability to analyze ethical dilemmas using the model of ethical decision-making.	Study assignments, practical assignments, final assignment of the course	
Competency			
Competency to apply knowledge related to the course topics to everyday situations	Study assignments, practical assignments, final assignment of the course		
Competency to reason systematically and critically about the course topics and their practical applications	Study assignments, practical assignments, final assignment of the course		
Competency to analyze cases and issues related to the course topics	Study assignments, practical assignments, final assignment of the course		
Course Compulsory literature:	<ol style="list-style-type: none"> 1. Bivins, T. H. (2009). <i>Mixed media: Moral distinctions in advertising, public relations, and journalism</i> (2nd ed.). New York: Routledge. 2. Messina, A. (2007). Public relations, the public interest and persuasion: An ethical approach. <i>Journal of Communication Management</i>, 11(1), 29–52. 3. Iggers, J. (1999). <i>Good news, bad news: Journalism ethics and the public interest</i>. Westview Press. 4. Gordon, A. D., Kittross, J. M., Merrill, J. C. (1999). <i>Controversies in Media Ethics</i>. (2nd ed.) (pp. 124–147). New York: Longman. 5. Cheney, G., May, S., & Munshi, D. (2011). <i>The handbook of communication ethics</i>. New York: Routledge. 6. Glover, J. (1975). 'It makes no difference whether or not I do it.' <i>Proceedings of the Aristotelian Society, Supplementary Volumes</i>, 49, 171-209. 7. Richardson, H. S. (2018). Moral reasoning. In E. N. Zalta (Ed.), <i>The Stanford encyclopedia of philosophy</i> (Fall 2018 edition). https://plato.stanford.edu/archives/fall2018/entries/reasoning-moral/ 8. Sandel, M., J. (2009). <i>Justice: What's the right thing to do?</i> New York: Farrar, Straus and Giroux. 9. Cahn, S.M., Kasachkoff, T. (2003). <i>Morality and public policy</i>, Prentice Hall 10. <i>Comparative study on the public-service ethics of the EU Member states</i> 		

	http://workspace.unpan.org/sites/internet/Documents/UNPAN047469.pdf 11. <i>Ethics in the public services of the European Union member states</i> . Survey. 2004, EIPA, Irish Ministry of Finance, Irish Presidency 12. Karklins, R. (2005). <i>The system made me do it: Corruption in post – Communist societies</i> . London: Routledge. 13. Lewis, C.W., Gilman, S.C. (2005). <i>The ethics challenge in public service: A Problem – Solving Guide</i> . Jossey-Bass. 14. <i>Trust in Government: Ethics Measures in OECD Countries</i> . 2000, OECD
Course confirmation date:	December 11, 2019.
Date of course description update:	

The plan of the study course:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	The concept of ethics. Theories of ethics	6	10	Lecture, seminar
	Ethical reasoning (<i>Buholcs</i>)			
	The ethics of persuasion	4	6	Lecture
	The ethics of dissent and issues of whistleblowing (<i>Buholcs</i>)			
	Media ethics (<i>Buholcs</i>)	4	6	Lecture, seminar
	Ethics, values, and dilemmas in organizations (<i>Veliverronena</i>)	6	10	Lecture, seminar
	Final presentations (<i>Buholcs</i> & <i>Veliverronena</i>)	4	24	Exam – presentation
Total hours:		24	56	