

SYLLABUS

ETHICS AND COMMUNICATION

Dr. Fletcher (cfletch@luc.edu),²

MWF 8:15-9:05 a.m.

Dumbach 233

SYLLABUS

HOW TO USE THIS SYLLABUS:

- **Part One** shows all deadlines and the grade percentages for each.
- **Part Two** has information on textbooks, course objectives, and office hours.
- **Part Three** presents the class schedule, consisting of dates readings are to be completed, assignments are due, and when guidelines will be posted to Sakai Announcements.

NOTE: You might want to copy Part One and Part Three to your phone.

IMPORTANT: You are responsible for knowing the contents of the syllabus. The rules and regulations apply whether you have reviewed them or not. When in doubt, check the syllabus. You should also check Sakai each week and before each class (under “Announcements”) to keep up with assignments/any changes to schedule.

PART ONE: DEADLINES, IMPORTANT DATES, and GRADING BREAKDOWN:

2/10 “ASK AN EXPERT REPORT.” PRESENTATION AND WRITTEN SUMMARY DUE. (10 percent of grade)

2/26 MIDTERM EXAM, PART ONE

2/28 MIDTERM EXAM, PART TWO (20 percent of grade; each part worth 10 percent (with extra points from quizzes))

3/2– 3/7 SPRING BREAK

3/9 (Written answers to prompts for The Stranger Beside Me due before class) 10 percent of grade

3/16 Receive midterm exams in class and midterm grades (LOCUS)

3/23 DEADLINE TO WITHDRAW WITHOUT “WF” PENALTY

4/3 CASE STUDY PRESENTATIONS BEGIN (10 percent of grade)

4/10-4/13 EASTER BREAK

4/15 CASE STUDY PRESENTATIONS CONTINUE

4/30 FINAL EXAM (20 percent)

QUIZZES (10 percent) You’ll have six quizzes on the readings, three before midterm and three before the final. Dates are in the class schedule, below. Quizzes can’t be made up, unless you have an authorized absence. Your lowest two quiz grades will be dropped.

PARTICIPATION (20 percent) See “Attendance/Participation,” below.

RE-DO’S: If you receive a B- or lower on your “Ask An Expert” presentation and/or your “Stranger Beside Me” assignment, I’ll let you do these over (using a different expert and different prompts). The re-do’s are scheduled for the last day of class. Whatever grade you receive on the re-do will be your grade of record. If it’s lower than your original grade, I’ll keep the higher grade.

HOW YOUR INDIVIDUAL AND FINAL GRADES ARE CALCULATED:

You’ll be given a certain amount of points for each element of assignments (posted on SAKAI ANNOUNCEMENTS with the guidelines for each assignment). You’ll be given overall points for the midterm and final. These

points will be put on a curve and then converted to a letter grade. The curve will be posted after each assignment or test.

Your final grade will be an average of all your letter grades on assignments, plus participation in class and lab.

HOW ATTENDANCE/PARTICIPATION/CONDUCT IN CLASS CAN AFFECT YOUR GRADE

Attendance is important throughout the semester. When you miss lectures, you miss information that may appear on tests; you miss learning from others in class; and you miss extra guidelines on assignments and tests that may be given in class. If you miss class, you're responsible for getting class notes and guidelines from another student.

I honor all authorized absences, as in having to travel for sports, debate, or other clubs/activities. I also honor absences for religious holidays. Besides that, **I award each student three free absences from class and three free late arrivals.** It's good to save your three free absences and late arrivals for times you really need them – and best not to use them at all.

Other than authorized absences and three free absences, I record each absence and late arrival, along with your level of participation. Some people may come to class but not participate at all, or rarely participate, which earns them a lower grade than those who both attend and participate.

Besides missing class, the following behaviors, which are distracting to the class, will affect your participation grade: repeatedly being late, leaving during class without a documented reason (See note following this), doing other work in class, texting or viewing texts in class, using a laptop or other device without a documented reason, or rudeness to others in class.

Personal excuses don't count after your three free/authorized absences. You're either here or not here, on time or not on time. Saying your mother made a mistake in getting you reservations back from spring break doesn't work, for example.

Your participation grade will be put on a curve at the end of the semester.

IF YOU HAVE A DOCUMENTED CONDITION REQUIRING YOU TO MISS CLASS, OR LEAVE CLASS, OR NEED SPECIAL ACCOMMODATIONS ON TESTS, READ THE FOLLOWING:

LOYOLA POLICY ON CLASS ABSENCES/LEAVING DURING CLASS/EXTRA TIME FOR TEST-TAKING:

Here is SAC's policy for obtaining accommodation:

“Accommodations: Any student registered with SAC who intends on using their accommodations must provide faculty with an accommodation letter (printed or via email). While students are encouraged to provide faculty with their letter during the first two weeks of classes, students can register with SAC at any point in the semester. However, accommodations are not retroactive and should be provided with advance notice in order for faculty to facilitate accommodations.”

IF YOU HAVE NEED FOR ACCOMMODATIONS, CONTACT STUDENT ACCESSIBILITY SERVICES (SAC@luc.edu), 773-508-3700. SAC is located in Sullivan 117.

Academic Dishonesty Policy:

Plagiarism of any form and of any length on assignments will be reported to the Dean immediately and the student will receive a grade of "F" for the course. According to Loyola University guidelines (SOC website):

“Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. Plagiarism involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to submitting as one's own material copied from a published source, such as Internet, print, audio, video, etc.”

NOTE: Plagiarism does not have to be verbatim copying. It includes substituting one or more of your own words for the source's words within a passage and changing the order of words. It also includes giving a source after one statement or passage, but not for material from that source in the statements or passages following.

Beware of inadvertently plagiarizing from the Internet. Never use someone else's PowerPoint or Prezi as your own. Make sure to give credit to any image or source you use in your own PowerPoint. It's always easier to credit sources and adds to the credibility of your work.

Fabrication of a whole assignment, or any part of an assignment, will result in an "F" for this course.

Cheating on a quiz or exam will result in an "F" for this course.

PART TWO: COURSE DESCRIPTION

Textbooks:

- Lying, Bok
- The Stranger Beside Me, Rule
- Media Ethics, Patterson, 9th edition

Course Objectives:

Ethics represents the choices we make when no one is looking, when we think no one will learn of our decisions, or when the decision goes against our personal interests or convenience. It represents both what we do and what we don't do. We may not even be aware that there is an ethical choice to be made, or that we have made one. We may agonize over an ethical choice, making the very best we can under the circumstances, but still be unsure of whether we have made the right decision.

This course will make you aware of ethics, especially as it relates to three dimensions of communication: personal communication (what you say and don't say, your privacy, pressures/choices you may face to lie and deceive); professional communication, as in advertising, public relations, and journalism; and civic

communication, as in what government officials say, don't say, lie about, and take back or deny. It will familiarize students with underlying ethical values that guide communication processes.

You should develop a critical appreciation of what goes into ethical decision-making, the tough calls that communication professionals are often forced to make, and the ethical lapses that also abound in these professions.

You should further develop your own ethical compass as a result of this course. Throughout this course, you'll develop an "ethical toolbox": a set of principles that you'll be able to apply in the choices and dilemmas that will arise throughout your lives.

Class Format:

This class meets three times a week.

The first two classes will generally focus on the readings for that week. The third class will sometimes consist of more applied work, as in giving presentations, or viewing and discussing clips or documentaries. We will also have six short quizzes on that week's readings and lectures (three before the midterm and three before the final) on Fridays.

This class will rely heavily on class discussion, based on readings and other materials (e.g., documentaries or student interviews) brought forward in class. Make sure you have done the readings before coming to class.

LU Classroom Rules:

- ✓ No eating is allowed in class. (unless it is for a documented medical reason)
- ✓ Beverages are allowed.
- ✓ Make sure your phones are off before class begins.
- ✓ You may not use a laptop to take notes, unless you can provide documentation that says you are required to do so.

Office hours: My office is at WTC, but I'm based at LSC this semester. I'm available Mondays and Fridays from 10:30-noon and Wednesdays in the afternoon by appointment. On Mondays and Fridays, you can find me in MUND 203 at the above times. If those times don't work for you, let me know, and we'll find a time

that does work. Also, my next class is in this room, so if you have a quick question, you can ask right after class.

I'm also happy to answer any questions by email (cfletch@luc.edu).

PART THREE: CLASS SCHEDULE

NOTE: Starting 1/24, a brief quiz will be given on the readings and lectures on three Fridays before midterm and three Fridays before the final exam.

Changes may be made in this schedule, depending on our progress through the material. New articles may be added during the semester. You'll be notified of any changes via SAKAI Announcements. All readings, of chapters and internet material, are due on the day of class.

1/13 Introduction Overview of syllabus and assignments. Talk re reading assignment for teach-outs on Wednesday. You'll receive your team and article assignment in class.

1/15 Before class, read:

NOTE: As you read these articles, jot down your thoughts on what you believe is the main issue reflected in each. Also jot down any questions/reactions you have. Bring your jotted down notes into class to help with your teach-out.

- <https://www.chicagotribune.com/business/ct-xpm-2011-06-10-ct-biz-0610-phil-wiser-20110610-story.html>
- <https://www.nytimes.com/2018/06/20/world/europe/uk-hospital-deaths.html>
 - <https://www.buzzfeednews.com/article/briannasacks/eric-clarinetist-scholarship-girlfriend>
 - <https://www.nytimes.com/2020/01/08/world/australia/fires-murdoch-disinformation.html>
 - <https://blogs.rochester.edu/thegreendandelion/2019/01/greenwashing-in-the-food-industry/>

- <https://www.mnn.com/your-home/organic-farming-gardening/stories/roundup-book-whitewash-glyphosate-worlds-most-popular-weed-killer>

NOTE: If you're given this to read, just read until the Q and A (stop with "Here's what she had to say")

- <https://www.nytimes.com/2019/12/03/magazine/should-you-warn-a-friend-whos-falling-for-a-romance-scam.html> NOTE:

Just read the first question and answer re the romance scam.

1/17

In class: Talk about "Ask An Expert" presentation (due 2/10)

Lab. Ethical Issues You've Encountered or Heard about.

1/20 NO CLASS. MARTIN LUTHER KING DAY

1/21 **Guidelines for "Ask an Expert" interview, presentation, and synopsis will be posted on Sakai Announcements.**

1/22-1/24

THIS WEEK'S FOCUS: DEFINING ETHICS AND DECEPTION. WHAT MAKES US VULNERABLE TO DECEPTION?

1/22 **Before class:** Read

- Bok, Chapters 1 and 2

In class: Talk re "Ask An Expert" assignment (due 2/10; See posted guidelines, SAKAI ANNOUNCEMENTS).

1/24 **Before class:** Read

- <https://www.bbc.com/future/article/20141003-the-mind-tricks-of-scammers>
- <https://www.sparkrandd.com/2019/01/counteracting-heuristic-traps-2/>

NOTE: The above is written about avoiding avalanches, but it applies to all decision-making

In class: Quiz on this week's readings and lectures.

1/27-1/31 THIS WEEK'S FOCUS: SYSTEMS FOR MAKING ETHICAL CHOICES. HOW COMMON LIES HARM BOTH LIAR AND LIED-TO.

1/27: Before class, read:

- **Bok, Chapter 3** to p. 39 (Stop at “Conflicts of Duty”).
CONTINUE READING WITH p.43. Read first graf and quote re Dante’s “Inferno”

- **Bok, Chapter 4**

In class:
“The Trolley Problem”

1/29 APPLIED ETHICS: THE COST OF COMMON LIES.

Before class, read:

- **Bok, Chapters 5 and 6**

1/31 Quiz on this week’s readings and lectures. Lab. “The Trolley Problem” **NOTE: As with everything shown in class, questions on this video will appear on the midterm.**

2/3-2/7: THIS WEEK'S FOCUS: CAN LIES EVER BE JUSTIFIED?

2/3 Before class, read:

- **Bok, Chapters 7 and 8.**

2/5 No reading. Documentary. (Take notes).

2/7 Quiz on Bok, Chapters 7 and 8. Documentary (Take notes).

2/10-2/14 “ASK AN EXPERT” PRESENTATIONS.

IMPORTANT: Take notes on others' presentations. Questions on the presentation will be on the midterm exam.

2/10 EMAIL WRITTEN SUMMARY BEFORE CLASS OR HAND IN WRITTEN SUMMARY AT END OF CLASS TODAY. TEN POINTS OFF IF NOT HANDED IN TODAY OR EMAILED BEFORE CLASS (AFTER CLASS WILL NOT BE ACCEPTED)

2/11 STUDY GUIDE FOR MIDTERM WILL BE POSTED ON SAKAI ANNOUNCEMENTS

2/17-2/21 FOCUS: FINISH PRESENTATIONS. DECEPTION IN EXPERIMENTS ON HUMAN SUBJECTS

2/17: Finish presentations.

2/18 PROMPTS AND TEAM ASSIGNMENTS FOR READING AND WRITING SHORT ANSWERS RE The Stranger Beside Me WILL BE POSTED ON SAKAI ANNOUNCEMENTS. YOUR RESPONSES AREN'T DUE TILL AFTER BREAK, BUT GOOD IDEA TO START READING NOW.

2/19 **Before class:**

- Read Bok, Chapter 13

2/21 Lab.

2/24-2/28 THIS WEEK'S FOCUS: MIDTERM REVIEW AND MIDTERM (NOTE: MAKE SURE YOU USE THE MIDTERM EXAM GUIDELINES POSTED ON SAKAI ANNOUNCEMENTS WHEN STUDYING FOR MIDTERM)

2/24 **Before class:**

In class: Midterm review. Documentary.

2/26 **MIDTERM EXAM, PART ONE**

2/28 MIDTERM EXAM, PART TWO

3/2-3/7 SPRING BREAK (Read /Finish “The Stranger Beside Me” for written prompts deadline on 3/9 (See SAKAI ANNOUNCEMENTS)

3/9-3/13 THIS WEEK’S FOCUS: FINDING THE RELEVANT ISSUE(S) IN A CASE STUDY. VISUAL ETHICS. JOURNALISTIC ETHICS.

3/9 Before class: Email me answers to prompts on “Stranger,” or bring in a hard copy to class. I won’t accept these after class. Ten points off if late.

In class: Teach-outs and discussions re “Stranger.”

3/11 Before class: FOCUS ON CASE STUDY ANALYSIS AND ETHICS OF VIDEO AND PHOTO JOURNALISM

- Read Patterson, Chapter 1, pp. 22-23.
- Read Patterson, Chapter 8, through Case 8-A (p. 265-267).

In class: Discuss case study presentations (These start 4/15)
Finish “Stranger” teach-outs.

3/11 After class, on SAKAI ANNOUNCEMENTS: RECEIVE CASE STUDY ASSIGNMENTS AND GUIDELINES FOR CASE STUDY PRESENTATIONS STARTING 4/15

3/13 Quiz on this week’s readings and discussion. Finish Patterson Chapters 1 and 8 discussion.

3/16-3/20: THIS WEEK’S FOCUS: JOURNALISM/FAKE NEWS

3/16 Before class:

- Read Patterson, Chapter 2, from p. 26 (“Truth and Objectivity”) through p. 42
- Read Patterson, Chapter 6, from p. 171 (“Fake News) to p. 174 – Stop at “The Media’s Political Role, p. 174. RESUME

reading with p. 185 (“Evaluating Political Communication”) through Case Study 6-A to p. 190.

- https://www.chronicle.com/article/A-Professor-Once-Targeted-by/238742?cid=gn&elq=f3256aab23ed4a539216e4a729cb0be2&elqCampaignId=4835&elqTrackId=ba00a89ba55a42dda93a058ce32548b4&elqaid=12008&elqat=1&utm_medium=en&utm_source=gn

In class: Get back midterm exams

After class: Receive midterm grades on LOCUS NOTE: If you have a C- or lower for your midterm grade, you should talk to your advisor and weigh the option of withdrawing from class by 3/25.

3/18 **Before class:**

Read Patterson. Chapter 4

3/20 Lab. “Stem Cell Fraud.” Case study analysis.

3/23-3/27: THIS WEEK’S FOCUS: CONFLICTING LOYALTIES IN THE PROFESSIONS. THE ETHICS OF STRATEGIC COMMUNICATION.

3/23 **Before class:**

Read Bok, Chapter 11

In class: Talk about case study presentations.

3/25 **Before class:**

Read Patterson, Chapter 3 through p. 79. ALSO read Case 3-B re Chipotle, p. 83-85.

3/25 DEADLINE TO WITHDRAW FROM CLASS WITHOUT PENALTY GRADE OF “WF” (5 p.m.)

3/27 **Quiz** on this week’s readings. Lab: Johnson and Johnson, then and now: Tylenol and Baby Powder.

3/30-4/3 PRIVACY

3/30 Before class:

Read Patterson, Chapter 5

4/1 Before class:

Read Patterson, Chapter 10, pp. 314-315 and pp. 327-328. STOP at “Aesthetics Is An Attitude,” p. 328, and Case 10-C, p. 337-340.

Quiz on this week’s readings.

4/3 CASE STUDIES PRESENTATIONS START. EMAIL ME A COPY BEFORE CLASS OR HAND IN A HARD COPY OF SYNOPSIS AT END OF CLASS. TEN POINTS OFF IF LATE (NO EXCUSES)

NOTE: Take notes on each case study. The final will include questions on these. NOTE: If you’re working on something else during presentations, or checking your phone, I’ll take ten points off your own presentation grade.

4/10 NO CLASS. EASTER BREAK

4/13 NO CLASS EASTER BREAK

4/15-4/17 PRESENTATIONS CONTINUE.

4/20 and 4/22 DOCUMENTARY. TAKE NOTES. QUESTIONS WILL BE ON FINAL EXAM.

4/24 LAST DAY OF CLASS. RE-DO’S OF “ASK AN EXPERT” AND/OR “THE STRANGER BESIDE ME” REPORTS (RE-DO’S ARE OPTIONAL; WHATEVER YOU RECEIVE ON RE-DO WILL BE YOUR GRADE OF RECORD)

Finish documentary.

4/30 FINAL EXAM, 9 a.m., this site.

