Communication 367, sec. 001: Ethical Problems in Mass Communication

SPRING 2024 T/R 2-3:15 p.m.

**ABOUT ME….**

**Professor:** Dr. K. Megan Hopper, Ph.D. (pronouns: she/her/hers)

**Office:** 454 Fell Hall

**Email:** khopper@ilstu.edu

**Student Hours:** Feel free to come visit me in my office on Tuesdays and Thursdays from 4-5 p.m. or other days/times by request.

**Ask me about:** Anything pop culture related, my love of the Chicago Cubs, getting into and attending graduate school, being a journalist, anything about this class and how you can succeed in it.

**REQUIRED TEXT:**

Plaisance, P. (2014). *Media Ethics: Key Principles for Responsible Practice*. Sage Books.

**Free eBook found here:**

[**https://sk.sagepub.com/books/media-ethics-key-principles-for-responsible-practice-second-edition**](https://sk.sagepub.com/books/media-ethics-key-principles-for-responsible-practice-second-edition)

**RECOMMENDED TEXT:**

*Ethical Problems in Mass Media* (2019)*.* K.M. Hopper (ed.). San Diego, CA: Cognella Publishing.

Available for purchase in both print and digital formats via:

[https://store.cognella.com/82946-1B-NI-001](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fstore.cognella.com%2F82946-1B-NI-001&data=05%7C02%7Ckhopper%40ilstu.edu%7C04ef6c368c8a44c7fae808dc0000a3bf%7C085f983a0b694270b71d10695076bafe%7C1%7C0%7C638385249966810256%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=x6NctF7U1IIjh0QZRyXzHmt1FmZTS650e2j0MrOEkBA%3D&reserved=0)

You will also be responsible for any **readings and web links posted on our course Canvas site.**

**WHY SHOULD YOU TAKE THIS COURSE?**

This course is designed to facilitate your application of ethical principles to situations you will encounter in the real world as media professionals. Throughout the course of the semester, you will learn to identify a range of ethical issues present in professional situations. Through critical thinking and analysis, you will practice navigating the difficult choices and the ethical consequences associated with those choices that often face professionals in the fields of journalism, political communication, advertising, public relations, and entertainment.

**WHAT WILL YOU LEARN IN THIS COURSE?**

At the end of the semester, you should be able to:

 1. Recognize major ethical frameworks and be able to apply them to situations that

 are often present in the media profession.

 2. Employ the analytical steps involved in creative ethical analysis.

 3. Identify the guiding principles and standards that media professionals adhere to.

 4. Explore your existing ethical beliefs and how they may relate to your critical

 analysis of ethical problems in the mass communication profession.

 5. More purposefully and critically consume media with a deeper ethical awareness.

 6. Make socially responsible decisions and justify them ethically.

 7. Argue your position on ethical issues in a professional and civil manner.

8. Develop and apply your own code of ethics.

**Course Format:** This course will be run in person and at times through discussions and assignments online over Canvas. Assignments you must complete are summarized below in the “Assignments” section. Details about each assignment will be shared separately and posted on Canvas. See the course schedule below for information on the days we will have class in person and the days in which we **DO NOT** meet at a certain time and you will need to complete asynchronous or out of class assignments in place of class. See the course schedule below for information on the days you are required to complete these asynchronous activities and assignments.

**Student Expectations:** The following information outlines what is expected from you, the student learner, in this course.

1. You are expected to attend this course and participate in the course on a regular basis. You should access course material every day to remain current and make sure you are aware of any changes in the course. Changes will be posted in announcements. Please see specific details about attendance below.
2. Collaborating with other students enriches your learning activities. The course is designed to encourage and reward collaboration. Therefore, you are expected to work as a team on your film critique assignment as well as to participate in discussion forums and contribute to the body of knowledge for this subject throughout the course.
3. You may communicate with me via e-mail, telephone, Zoom, or in person. For this course you must use ISU’s e-mail system. My e-mail is listed on the first page of this syllabus, in the university’s faculty directory, the department’s website, and my profile in Canvas. You may also ask your fellow students for assistance except when I instruct you not to.
4. You are expected to remain civil and polite in all communications. Although disagreements and dissent should be part of learning, you must remain respectful to other participants and me. You will carefully monitor your use of language while in person, online or in official communication with other participants.
5. You are expected to contribute your own work and to properly cite the works of others submitted in the course. You will honor privacy among other students. You will be especially sensitive to honoring copyright and not committing plagiarism. When in doubt, you are better served by providing a link to an online source, rather than copying it into your own work.

**Online Communication:** I use e-mail to communicate directly to you as an individual and as a class. Also check the “Announcements” area on Canvas. *Not checking your e-mail or Canvas announcements is not grounds for any excuse for not doing or not doing well on any assignment.* *It’s your responsibility to (1) keep your e-mail accounts open and up-to-date and (2) monitor your e-mail and Canvas class announcements frequently.*

**Student Support:** For technical and academic assistance, as well as other student support services, please visit <https://ctlt.illinoisstate.edu/pedagogy/onlinecourses/learner/>

**ASSIGNMENTS:**

You are expected to read the assigned readings by the date listed on the course schedule in the following pages, and always feel well prepared to participate in class discussions and individual activities. Late work is accepted but will be penalized.

**Asynchronous Activities:** As this course is “hybrid”, there will be several days in which we **DO NOT** meet in person during our normally scheduled class time. In place of meeting in person, you will be responsible for completing an asynchronous (not at a scheduled time) assignment. See the course schedule for the specific dates and corresponding assignment you are required to complete in place of meeting in person.

**Case Analyses:** You will be required to find, describe, and analyze 3 current mass communication controversies with ethical implications. You need to complete a case analysis related to the: 1.) News/Journalism profession, 2.) Advertising profession, and 3.) Public Relations profession using the analytical tools learned in class. Details of the assignments and examples of high-quality case analyses for each unit are posted under Files on Canvas.

**Entertainment Case Study Group Analysis & Discussion:**  Groups of approximately 3-4 students will work together to find a current entertainment media-related controversy with ethical implications, present a thorough description of the controversy, and engage your fellow classmates in a discussion regarding the facts, values, principles, and loyalties of your case in class toward the end of the semester. Each group will also share their findings through a 4-5 page written report. More details can be found under Assignments on Canvas.

**Discussion Leadership:** You will be assigned a class session in which you will submit a detailed summary of the assigned readings for that day as well as bring in 4 discussion questions you will pose to your classmates during that class session. In addition, you will be responsible for finding current media examples related to the topic and summarizing/discussing them with the rest of the class.

**Personal Code of Ethics:** Based upon the readings and discussion you have been exposed to throughout this course, you will prepare a code of ethics outlining your own personal standards for professional, ethical conduct. You will also present the key points of your personal code and engage your fellow classmates in discussion of the key points of their own codes in class.

**Expectations for Paper Assignments:**

The writing assignments in this course are meant to (1) apply principles and concepts covered in this course to realistic problems and (2) build upon and challenge you to improve your current skill level—to be more consistent with “real world” demands for written work.

You cannot say absolutely everything you can in a paper, so you must learn to edit your writing to fit space and length requirements. The formatting rules for your papers are given below. Failure to follow any of these rules will adversely affect your assignment’s grade; whereas, a one or more grade reduction will be imposed based on the extent and severity of formatting errors.

* Page layout for an entire paper must be in “portrait” orientation, not “landscape.”
* 1-inch margins all around for the main text of your paper all pages (set headers and footers at ½ inch *inside* top and bottom margins).
* Number all pages in the upper right corner of the header, and include your last name with the page number.
* Double-space text throughout.
* 12-point Times New Roman type throughout, including headers.
* Indent all paragraphs ½ inch for the first line only. Do not have any extra space between paragraphs.
* Use a cover page with the title of your paper, your name, the course title, and due date.
* Do not write an abstract for your papers, as the style manuals suggest.
* If you use any secondary sources (including readings from class in the textbook or posted on Canvas), you must document them according to MLA or APA style in the text and in a list of references.
* Only the number of pages assigned will be graded. Papers longer than the page limit will receive one full grade reduction, and more than one-half page shorter than the page limit will result in the same penalty.

For your own protection, you are expected to keep electronic copies and/or photocopies of all assignments submitted to me. As you work on any computer remember to save your work frequently, always backup your work, and always protect your files and computer from viruses and malicious software.

**Detailed instructions for assignments will be posted on Canvas.**

**Criteria for evaluation:**

 50 pts News Case Analysis

 50 pts Advertising Case Analysis

 50 pts PR Case Analysis

 50 pts Entertainment Case Group Project

 50 pts Discussion Leadership

 50 pts Participation & Attendance

 50 pts Asynchronous Assignments & Activities

 50 pts Personal Code of Ethics Paper

400 pts Total

### GENERAL NOTES ON CLASS POLICIES:

**Attendance:** While this class meets both in person and online, you are still required to meet assignment and discussion forum deadlines, as well as routinely check in on our course Canvas site for any announcements and discussion posts. As this course includes group work, you are also required to attend and participate in any and all group meetings (which may all occur virtually) and do your fair share on all group assignments.

You are responsible for attending class and completing all academic work. As per university policy: Be familiar with [which absences are excused under university policy and which are not](https://deanofstudents.illinoisstate.edu/contact/absence/). You are responsible for making arrangements with me to complete missed coursework after an excused absence. Follow the instructions in this syllabus about any additional absences I excuse for this class. If you need advice on how to manage an extended absence or want notification of your absence sent to your instructors, contact the [Dean of Students Office.](https://deanofstudents.illinoisstate.edu/contact/absence/)

**Diversity & Respect:** ISU remains committed to creating and maintaining a working, learning and living environment that is welcoming, supportive, respectful, inclusive, diverse and free from discrimination and harassment. Please be kind and courteous to everyone you interact with both in and out of class and respect diverse viewpoints.

Here in the School of Communication, I am a member of the Anti-Racism, Social Justice, and Coalition-Building Committee (ASC) that is here for you if ever you experience issues related to equity, diversity, inclusion, accessibility, and respect. Feel free to reach out to me!!

In addition, the Inclusive Community Response Team (ICRT) serves students by fostering an open and inclusive campus and responding to instances of hate and bias. You can learn more about how the team can help and report concerns on the[**ICRT website**](https://studentaffairs.illinoisstate.edu/who/diversity/icrt/)**.**

The Multicultural Outreach Team (MCOT) is a group of staff, graduate students, and undergraduate students in Student Counseling Services dedicated to fostering an equitable, diverse, and inclusive university community for our minoritized students. MCOT offers workshops which promote dialogue about identity, empathy, stereotypes, bias, privilege, power, white supremacy, and systemic racism. Students can learn more about MCOT at <https://counseling.illinoisstate.edu/outreach/multicultural-outreach-team/>

[Multicultural Center](https://multiculturalcenter.illinoisstate.edu/):  The Multicultural Center provides a number of programs and services to help students flourish academically and socially and to encourage understanding, appreciation, and respect for diversity in the University community. Resources include LGBTQAI+ resources, legal resources for undocumented students, healing and self-care resources, anti-racism education, leadership development, cultural organizations (BSU, ALAS, TRIBE, PRIDE and APAC), and lots of gathering space!

**Academic Integrity:** You are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the [Code of Student Conduct](https://deanofstudents.illinoisstate.edu/conduct/code/) and any additional syllabus language. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and/or unacknowledged collaboration on any work, or the presentation of someone else’s work, is plagiarism.

Content generated by an Artificial Intelligence third-party service or site (AI-generated content) without proper attribution or authorization is another form of plagiarism. If you are unsure about whether something may be plagiarism or another form of academic dishonesty, please reach out to me to discuss it as soon as possible. Any allegation of academic dishonesty may be referred to [Student Conduct and Community Responsibilities](https://deanofstudents.illinoisstate.edu/conduct/), a unit of the Dean of Students Office, for possible review. If found responsible for academic dishonesty, a grade penalty can also be applied.

**Americans with Disabilities Act (ADA):** Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

**Mental Health and Well-Being**: Life at college can get very complicated. Students sometimes feel overwhelmed, lost, experience anxiety or depression, struggle with relationship difficulties or diminished self-esteem. It's hard to learn if you're hungry or couch surfing. If you are having difficulty affording groceries, accessing sufficient food to eat every day, or securing a safe and stable place to live, help may be available. Please contact the Dean of Student’s Office to learn more. Other helpful resources include:

* [Student Counseling Services](https://counseling.illinoisstate.edu/) (SCS) is FREE and completely confidential. Find out more at counseling.illinoisstate.edu or by calling (309) 438-3655.
* [Planned Parenthood, Bloomington](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.plannedparenthood.org%2Fhealth-center%2Fillinois%2Fbloomington%2F61704%2Fbloomington-health-center-2891-90430&data=05%7C01%7Ckhopper%40ILSTU.EDU%7C1339b3f78c3b4399a40a08da7ee4289b%7C085f983a0b694270b71d10695076bafe%7C1%7C0%7C637961815681675005%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=UdKe5TvYlQSSpmRGl9BoI6Im8sUeBFwwxQpgTak8FNI%3D&reserved=0) offers abortion care, contraception, pregnancy testing, STI treatments, transgender hormone therapy, and more. 1319 N. Veterans Parkway, Bloomington, IL. Phone: (309) 827-2204.
* [The School Street Food Pantry](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fschoolstreetfoodpantry.org%2F&data=05%7C01%7Ckhopper%40ILSTU.EDU%7C1339b3f78c3b4399a40a08da7ee4289b%7C085f983a0b694270b71d10695076bafe%7C1%7C0%7C637961815681675005%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Mkr36F6bsVf7685vnQjZpZ0EQ6OCw6IwobkVySA7IVQ%3D&reserved=0). Students suffering from food insecurity can get groceries at the School Street Food Pantry. For more information and hours visit their website.

**Extra Credit Opportunities:**

There will be a few extra credit opportunities for research participation. The extra credit points will be added to your final grade, and may not necessarily appear in the gradebook immediately upon your completion of the opportunity. There are no guarantees for extra credit, and it is each student’s responsibility to be aware of and take advantage of such opportunities. **ONE** such opportunity is through participating in any **ONE** of the studies in the School of Communication’s Research Study Announcement Board. The research board is updated as research studies are opened/closed, and it is your responsibility to access the board and be aware of available opportunities. The Research Board can be accessed via: <https://sites.google.com/site/ilstusocstudies/>

In general, each 30 minutes of participation in an extra credit study will earn you .5 Research Credits, but please see the call for participants for the Research Credits associated with each study. Each Research Credit is worth an additional 5 points toward your total possible final grade in this course. For example, if you participate in a research study worth .5 Research Credit, your participation would provide 5 points to your final grade. Each project listed on the Research Announcement Board will indicate the specific number of Research Credits associated with the project. The course instructor will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise on the Research Announcement Board. After the final week of classes there will be no further opportunities for extra credit or to otherwise improve your grade.

There may be some studies for which you are not eligible (e.g., recruiting based on gender or family structure) or in which you do not wish to take part. Reasonable alternatives are available for those not able or wanting to take part in specific studies, to ensure equitable non-research based opportunities.  For each available study in which you would like to complete an alternate assignment, please contact the instructor, who will assign a journal from which to identify and provide an annotated bibliography to the researcher consistent with the description on the Alternate Opportunities page (<https://sites.google.com/site/ilstusocstudies/home/students/alternates>) of the Board. You must complete and submit the research report to the researcher before the date the study closes--late submissions are not accepted.  Alternate opportunities will be scaled by the course instructor to ensure commensurate time commitment and course credit with the research-based opportunity.

**Tentative Class Schedule: I reserve the right to adjust schedule when necessary**

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| **WEEK** | **DATE** | **TOPIC** | **READING/ASSIGNMENT** |
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| **1** | TUE. 1/16 | OrientationEthical Foundations  | **READINGS:**Plaisance Text Introduction& files inWEEK 1 folder in Files on Canvas  |
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|  | THU. 1/18 | Foundations & Perspectives | **READINGS:**Plaisance Text Chap. 1&WEEK 1 folder in Files on Canvas |
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| **2** | TUE. 1/23 | Applying Ethical Principles | **READINGS:**Plaisance Text Chap. 2&WEEK 2 folder in Files on Canvas**ASSIGNMENTS:****ASSIGN DISCUSSION LEADER DATES**  |
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|  | THU. 1/25 | Applying Ethical Principles**(ASYNCHRONOUS****ACTIVITY #1**) | **READINGS:**Plaisance Chap. 2&WEEK 2 folder in Files on Canvas**ASSIGNMENTS:****ASYNCHRONOUS ASSIGNMENT #1 DUE BY 3:15 P.M.** |
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| **3** | TUE. 1/30 | News: News: Can Journalism & Ethics Co-exist? | **READINGS:**Plaisance Chap. 3&WEEK 3 folder in Files on Canvas |
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|  | THU. 2/1 | News: Diversity, Social Justice, & Truthtelling**(DISCUSSION LEADER #1)**  | **READINGS:**Plaisance Text Chap. 6 |
| **WEEK** | **DATE** | **TOPIC** | **READING/ASSIGNMENT** |
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| **4** | TUE. 2/6 | News: Reporters & Sources & Invasion of Privacy**(DISCUSSION LEADER #2)** | **READINGS:**WEEK 4 folder in Fileson Canvas |
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|  | THU. 2/8 | News: Journalism & War **(ASYNCHRONOUS****ACTIVITY #2**) | **READINGS:**WEEK 4 folder in Files on Canvas**ASSIGNMENTS:****ASYNCHRONOUS ASSIGNMENT #2 DUE BY 3:15 P.M.** |
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| **5** | TUE. 2/13 | Political Communication: The NFL, Patriotism, & Politics | **READINGS:**WEEK 5 folder in Files on Canvas |
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|  | THU. 2/15 | Political Communication: Fake News,Objectivity & Political Authority**(ASYNCHRONOUS****ACTIVITY #3**) | **READINGS:**WEEK 5 folder in Files on Canvas**ASSIGNMENTS:****ASYNCHRONOUS ASSIGNMENT #3 DUE BY 3:15 P.M.** |
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| **6** | TUE. 2/20 | Advertising: Persuasion & the Commercialization of Everyday Life**(DISCUSSION LEADER #3)** | **READINGS:**Plaisance Text Chap. 3 (pp. 50-53) &WEEK 6 folder in Files on Canvas |
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|  | THU. 2/22 | Advertising: Truthtelling & Image-Based Culture | **READINGS:**Plaisance Chap. 5 WEEK 6 folder in Files on Canvas**ASSIGNMENTS:****NEWS CASE ANALYSIS DUE BY 2 P.M.** |
| **WEEK** | **DATE** | **TOPIC** | **READING/ASSIGNMENT** |
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| **7** | TUE. 2/27 | ChatGPT: Is Artificial Intelligence Ethical? | **READINGS:**WEEK 7 folder in Files on Canvas |
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|  | THU. 2/29 | The AI Oracle: Is Artificial Intelligence Ethical?**(DISCUSSION LEADER #4)** | **READINGS:**WEEK 7 folder in Files on Canvas |
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| **8** | TUE. 3/5 | Public Relations: Public Communication**(DISCUSSION LEADER #5)** | **READINGS:**Plaisance Text Chaps. 5 & 10&WEEK 8 folder in Files on Canvas**ASSIGNMENTS:****ADVERTISING CASE ANALYSIS DUE BY 2 P.M.** |
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|  | THU. 3/7 | **NO CLASS – GROUP MEETING** | **ASSIGNMENTS:****BEGIN WORK ON ENTERTAINMENT CASE GROUP PROJECT** |
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| **9** | 3/11-3/15 | **NO CLASS -****SPRING BREAK** |  |
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| **10** | TUE. 3/19 | Public Relations: The Demands of Social Responsibility**(DISCUSSION LEADER #6)** | **READINGS:**Plaisance Text Chap. 7& WEEK 9 folder in Files on Canvas |
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|  | THUR. 3/21 | Public Relations: Can PR be ethical?**(ASYNCHRONOUS****ACTIVITY #4)** | **READINGS:**WEEK 9 folder in Files on Canvas**ASSIGNMENTS:****ASYNCHRONOUS ASSIGNMENT #4 DUE BY 3:15 P.M.** |
| **WEEK** | **DATE** | **TOPIC** | **READING/ASSIGNMENT** |
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| **11** | TUE. 3/26 | Entertainment: For the People or For Profit? | **READINGS:**WEEK 10 folder in Files on Canvas**ASSIGNMENTS:****PUBLIC RELATIONS CASE ANALYSIS DUE BY 2 P.M.** |
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|  | THU. 3/28 | Entertainment: Violence**(DISCUSSION LEADER #7)** | **READINGS:**WEEK 10 folder in Files on Canvas |
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| **12** | TUE. 4/2 | Entertainment: Exploitation on Reality TV  | **READINGS:**WEEK 11 folder in Files on Canvas |
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|  | THU. 4/4 | Entertainment: Stereotypes on Reality TV**(DISCUSSION LEADER #8)** | **READINGS:**WEEK 11 folder in Files on Canvas  |
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| **13** | TUE. 4/9 | Entertainment: Censorship**(DISCUSSION LEADER #9)** | **READINGS:**WEEK 12 folder in Files on Canvas  |
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|  | THU. 4/11 | Entertainment: Representation**(ASYNCHRONOUS ACTIVITY)** |  **READINGS:**WEEK 12 folder in Files on Canvas**ASSIGNMENTS:****ASYNCHRONOUS ASSIGNMENT #5 DUE BY 3:15 P.M.** |
| **WEEK** | **DATE** | **TOPIC** | **READING/ASSIGNMENT** |
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| **14** | TUE. 4/16 | Personal Code of Ethics: Your Future Pledges | **ASSIGNMENTS:****PERSONAL CODE OF ETHICS DUE BY 2 P.M.** |
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|  | THU. 4/18 | **NO CLASS – GROUP MEETING** | **ASSIGNMENTS:****FINALIZE YOUR ENTERTAINMENT CASE GROUP PROJECT** |
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| **15** | TUE. 4/23 | Group Entertainment Case Presentations |  |
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|  | THU. 4/25 | Group Entertainment Case Presentations |  |
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| **16** | TUE. 4/30 | Group Entertainment Case Presentations |  |
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|  | THU. 5/2 | Group Entertainment Case Presentations | **ASSIGNMENTS:****GROUP PAPERS DUE BY 2 P.M.** |
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| **17** | 5/6-10 | **FINALS WEEK**  | **NO CLASS** |

**COM 367 SPRING 2024 – ASYNCHRONOUS ASSIGNMENTS & DUE DATES**

**ASYNCHRONOUS ASSIGNMENT #1 (DUE: JAN. 25):** Applying Ethical Principles

* Review the Introduction Powerpoint posted under “Files” on Canvas and complete the following discussion questions:
	+ How would you define ethics in your own words? How would you define values? How would you define morals? In your opinion, how are all of these terms related
	+ What things do you personally value? Why do you value them? Have you always valued them?
	+ Review the 5 categories of theoretical principles in the Introduction Powerpoint. Which of them do you personally find most applicable to your own morals and values? Why?
	+ Answers are due via Canvas by 3:15 p.m.

**ASYNCHRONOUS ASSIGNMENT #2 (DUE: FEB. 8):** Journalism & War

* Read “Pros & Cons of Embedded Journalism” posted in the WEEK 4 folder under “Files” on Canvas
* Watch this interview with journalist Evan Wright interview: <https://www.youtube.com/watch?v=WnadK7ye5sg>
* Based on the reading and the interview with Wright and answer the following questions:
	+ Define embedded journalism IN YOUR OWN WORDS
	+ Provide a current example (within the past 3-4 years) of embedded journalism
	+ Why use embedded journalists if what they’re going to produce isn’t the “total” picture of war, only “slices”, as Donald Rumsfeld states?
	+ Is embedded journalism worthwhile? Can it be truly objective?
	+ What are the ethical implications of embedded journalism?
* Submit your answers via Canvas by 3:15 p.m.

**ASYNCHRONOUS ASSIGNMENT #3 (DUE: FEB. 15):** Political Communication

* Read the Bennett chapter and Taking Sides readings posted in the WEEK 5 folder under “Files” on Canvas
* Based on the reading and our discussion of satirical news shows, answer the following questions:
	+ How might reporting on political issues and politicians alter journalists’ objectivity?
	+ What is the difference between fake news and satirical news?
	+ Provide some current examples (within the past 3-4 years) of satirical news shows.
	+ What ethical concerns are presented by satirical news shows when they cover politics?
* Discussion question answers are due via Canvas by 3:15 p.m.

**ASYNCHRONOUS ASSIGNMENT #4 (DUE: MARCH 21):** Public Relations

* Read Plaisance Text Chap. 7 & consult the WEEK 9 folder in Files on Canvas
* Based on the readings, answer the following questions:
	+ What are some key elements of an effective public relations crisis communication plan?
	+ Provide a current example (within the past 3-4 years) of a public relations campaign that you think ethically handled/addressed a company undergoing a crisis.
	+ How do celebrities use public relations (provide specific examples)? What do you think their goal is in using public relations? In your opinion, is it ethical for celebrities to use PR? Why or why not?
* Submit your answers via Canvas by 3:15 p.m.

**ASYNCHRONOUS ASSIGNMENT #5 (DUE: APRIL 11):** Entertainment: Representation

* Read the Potter chapter posted in the WEEK 12 folder found under “Files” on Canvas and answer the following question:
	+ What are stereotypes? What kinds of stereotypes do people associate with gays, lesbians and bisexuals? Should we do away with stereotypes, and if so, how might gays, lesbians and bisexuals be

represented?

* Next, watch the documentary “Beyond the Straight and Narrow” found here:
	+ <https://www.kanopy.com/en/illstu/watch/video/13744220>
* Based on the reading and the documentary, answer the following questions:
	+ In what ways are today’s images of gay people similar to those of the late 1960s and 1970s? In what ways are they different?
	+ How is the concept of “diversity” usually handled by TV shows?
	+ Does it matter if LGBTQ+ individuals are represented in the media? In what ways might it matter, and for whom? Would more representation automatically be an improvement? Why or why not?
* Submit your answers via Canvas by 3:15 p.m.