UNIVERSITI TEKNOLOGI MARA
COM257: ETHICS AND INTELECTUAL PROPERTY RIGHTS

Course Name (English)	ETHICS AND INTELECTUAL PROPERTY RIGHTS APPROVED
Course Code	COM257

MQF Credit	3

Course Description	This course addresses two important components in the study of media: ethics and intellectual property rights. Information technology has profound social consequences, both good and bad. Because it has permeated every aspect of human life, it is imperative that all quarters in society take heed of the social and ethical impacts of information technology. The media, be it print, electronic or social media, have posed various ethical problems, dilemmas, controversies and violations, thus compelling everyone - from private citizens to policy makers, media professionals, leaders of business and industry and the academe – to take an interest in media and the ethical implications. This course will introduce students to media ethical principles and issues relating to concepts like freedom, truth, honesty and privacy. Closely related to media ethics is the concern for intellectual property rights which have seen various violations in this era of information explosion. Four main ethical issues that usually arise with respect to information technology are privacy, accuracy, property and access. Understanding intellectual property issues, for example, digital piracy and illicit copying, will enable students to use the media more responsibly and ethically.

Transferable Skills	Analytical Thinking Communication skills Ethical skills

Teaching Methodologies	Lectures, Blended Learning, Discussion

CLO	CLO1	Understand the importance of media ethics in the context of media studies, practice and their impact on society
	CLO2	Apply the principles of ethics and intellectual property rights in their studies and future undertakings
	CLO3	Discuss issues related to intellectual property rights to be a more responsible media consumer and practitioner.

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to media and ethics 1.1) The difference between morality and legality
2. Understanding the need to study media ethics 2.1) The need for a system of ethics
3. Ethical theories, principles and standards for the practice 3.1) Ethical theories 3.2) A model of moral reasoning
4. Ethical concerns and issues 1 - Accuracy & Objectivity 4.1) Accuracy in Media 4.2) The Importance of Truth
5. Ethical concerns and issues 2 - Integrity & Honesty 5.1) The importance of integrity 5.2) Honesty and ethical behavior
6. Ethical concerns and issues 3 - Bias & Truth 6.1) Understanding media bias 6.2) The importance of privacy

7. Ethical concerns and issues 4 - Privacy 7.1) Types of privacy 7.2) Technology as a threat to privacy
8. Introduction to intellectual property 8.1) Getting to know the Intellectual Property Rights in Malaysia
9. The legitimacy of Intellectual property 9.1) Global Issues Related to Ethics And Intellectual Property Rights
10. Intellectual property and computer issues 10.1) Computer and Information Ethics
11. Ethics in Internet Service Providers, Internet Content Providers & Games Design 11.1) Undestanding Ethics in Internet Service Providers and Internet Content Providers 11.2) The importance of Ethics in Games Design
12. Ethics in Animation 12.1) Ethics in Games, Games Design & Development 12.2) The significance of animation
13. Ethical concerns on Piracy & Public Access issues 13.1) Piracy in Digital Content 13.2) Issues in Public Access
14. Ethical concerns on Plagarism 14.1) Types of plagarism

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Role Play related to issues in media ethics	30%	CLO2
	Group Project	Students to discuss issues related to intellectual properties rights.	30%	CLO3

Reading List	Recommended Text	• **Louis Alvin Day 2006, *Ethics in Media Communications. Cases and Controvercies*, 5th Ed., Thompson Wadsworth [ISBN: 978-05346371]** • **Kur, Annette, & Levion, Marianne, *Intellectual Property Rights in A Fair World Trade System. : Proposal for Reforms of Trips., Elgar, Edwards, 2011,* [ISBN: 9781849800099]**
	Reference Book Resources	• **Deborah Morley 2013, *Understanding Computers in a Changing Society*, 5th Ed., Cengage Learning [ISBN: 978-128576727]** • **Rohazar Wati 1992, *Mengenali Undang-undang hak cipta di Malaysia*, Pustaka Pertiwi Selangor [ISBN: 978-983402030]** • **Rusni Hassan 1993, *Intellectual Property – its protection in Malaysia: With special reference to patents, copyright and trademarks,*** • **Tavani, Herman 2010, *Ethics and Technology: Controversies, Questions and Strategies for Ethical Computing*, John Wiley & Sons US [ISBN: 978111935531]**
Article/Paper List		This Course does not have any article/paper resources
Other References		• **Website Ministry of Domestic Trade, Co-operatives and Consumerism *The Official Website of Intellectual Property Corporation Of Malaysia* http://www.myipo.gov.my/** • **Website Attorney General's Chambers Of Malaysia *Copyright Act 1987* http://www.agc.gov.my/**