



UNIVERSITI TEKNOLOGI MARA

COM713: COMMUNICATION ETHICS

Course Name (English)	COMMUNICATION ETHICS APPROVED
Course Code	COM713
MQF Credit	3
Course Description	This course provides an understanding of ethics, its origin and conceptualization. It also examines how ethical values affect and are practised in the communication media. It discusses some of the major positions and philosophies in ethics and the recurring criticisms of media and media practitioners. This course also analyses ethical codes for the various media professions.
Transferable Skills	- analytical skills - writing skills -research skills
Teaching Methodologies	Lectures, Inquiry-based Learning, Seminar/Colloquium, Case Study, Tutorial, Discussion, Presentation, Small Group Sessions , Journal/Article Critique
CLO	CLO1 Understand theories and major themes on ethics and media ethics CLO2 Analyse media ethical codes and their effectiveness CLO3 Apply ethical values professionally CLO4 Make decisions in a socially responsible manner
Pre-Requisite Courses	No course recommendations
Topics	
1. Foundations of Ethics 1.1) n/a	
2. Origins of Ethics 2.1) n/a	
3. Principles and Values on Ethics 3.1) n/a	
4. Foundational Mentors of Ethics 4.1) European/Western Philosophies on Ethics 4.2) Asian Philosophies on Ethics	
5. The Formation of Ethical Values and Attitudes 5.1) n/a	
6. Ethics in Different Communication Contexts 6.1) n/a	
7. Understanding Press Systems 7.1) State, Power and Responsibility 7.2) Their Influence on Ethical Conduct	
8. Troubling Ethical Concepts in the Media 1 8.1) n/a	
9. Troubling Ethical Concepts in the Media 2 9.1) n/a	
10. Social and Political Influence in the Development of Communication 10.1) n/a	
11. Social Responsibility and Codes of Ethics of Malaysian Media 1 11.1) n/a	

12. Social Responsibility and Codes of Ethics of Malaysian Media 2 12.1) n/a
13. The Press/ Media Council and Ombudsmen 13.1) n/a
14. Communication Ethics in Contemporary Civilization 14.1) n/a

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	n/a	20%	CLO3
	Case Study	n/a	20%	CLO2
	Final Test	n/a	40%	CLO1
	Group Project	n/a	20%	CLO4
Reading List	Recommended Text	Philip Patterson and Lee Wilkins 2014, <i>Media Ethics: Issues and Cases</i> , 8 Ed., McGraw-Hill Singapore		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			