Module code	MDC601	Level	6
Module title	Media Ethics and Policy	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA Media and Communications	Teaching Period	Autumn

1. Module description

This module will evaluate and critically analyse the ethical, legal, political and environmental challenges in media and communications. We will responsibly analyse the most debated issues around ethical decisions and legal standards not only of the media as an industry, but also as the common denominator of creating the current communication trends and practice. Themes could include surveillance, whistleblowing, hacking, fake news, standardisation, monetisation, media ecology, cybercrime, privacy laws and freedom of expression. We will analyse a variety of contemporary case studies to identify core ethical decisions, evaluate their consequences for contemporary media practice, and develop skills for effective and informed decision-making. Debates, discussions, presentations, and industry talks will be used to develop insight into policy trends in our fast-paced world.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)
collaborate and build networks to propose solutions for ethical and legal challenges in media and communications

Decision Making (MLO 04)
formulate informed decisions about ethical challenges in media development using critical and reflexive thinking

Interdisciplinary Perspectives (MLO 09)
integrate perspectives on media, ethics, policy and law in analysing the case-studies

Human and Environmental Impact (MLO 10)
evaluate the impact of media and communications development on society and on the environment

3. Learning and teaching methods

In this module, you will view case studies through cross-disciplinary lenses including law, current affairs and ethics. The teaching methods comprise a mix of teaching sessions, hands-on workshops and activities, and independent work. In this module, you will analyse a variety of contemporary case studies to identify core ethical decisions, evaluate their consequences for contemporary media practice, and develop skills for effective and informed decision-making.

Learning hours	
Directed learning	**48 hours**
Workshops/classes	48
Guided/Self-guided learning	**152 hours**
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Presentation (Group Assessment)
Weight (%): 50
Word Count or Equivalent: 15-20 minutes
In small groups, you are asked to present the analysis of a specific case-study in media and communications and discuss its ethical, legal and policy-related aspects.

Assessment 2: Portfolio
Weight (%): 50
Word Count or Equivalent: 2000 words
You will produce a portfolio of at least three short texts/visual content. You will demonstrate your ability to review, analyse and challenge theoretical texts on ethical and legal issues within the context of media and communications offering possible critical solutions.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	**MLO1**	**MLO4**	**MLO9**	**MLO10**
Presentation (Group	X	X		X
Portfolio		X	X	X

5. Indicative resources

Ess, C. (2015). *Digital Media Ethics*. NY: Polity Press.

Horner, D.S. (2015). *Understanding Media Ethics*. London: Sage.

Lisa Song, ProPublica, and Max Larkin, WBUR-FM. (20 September 2019). "MIT Media Lab Kept Regulators in the Dark, Dumped Chemicals in Excess of Legal Limit." ProPublica. Published online.

Snowden (2016) Directed by Oliver Stone [DVD]. London: Sony Pictures Home Entertainment.

The Great Hack (2019). Directed by Karim Amer, Jehane Noujaim. United States of America: Netflix.

Pritchard, D. (2000). *Holding the media accountable: citizens, ethics and the law*. Bloomington: Indiana U. Press.

Zimmer, M. and Kinder-Kurlanda, K. (2017). *Internet Research Ethics for the Social Age: New Cases and Challenges*. NY: Peter Lang.