

ETHICS AND DEONTOLOGY OF COMMUNICATION

COURSE: SECOND

SEMESTER: FIRST

TYPE: MANDATORY

CREDITS: 3

LANGUAGE: ENGLISH

SENIOR LECTURER: JOAN RAMOS

OBJECTIVES

This subject reviews the concepts of professional ethics and deontology, focusing in the world of communication. The students will study and define concepts such as ideology, democracy, power, etc. as well as go over deontological codes and other mechanisms of self-regulation of the journalistic profession in audiovisual, online and advertisement terms. The students will learn to evaluate the ethical dilemmas of the profession, also about the principal regulatory agencies that ensure an objective, truthful and high-quality information.

COMPETENCES

GENERIC

- **CB2** - Capacity to apply the knowledge to the job or vocation in a professional manner, possess the skills usually proven through the

elaboration and defense of arguments, and capacity of problem resolution within their area of study.

- **CB3** - Capacity to gather and interpret relevant data (normally inside of their study area) to issue judgements that include reflections over important social, scientific and ethical topics.
- **CB4** - Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.
- **CG1** - Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- **CG3** - Working inside respectful scenarios with human rights, gender equality and cultural differences, and integrating these values in their professional performance.
- **CG6** - Demonstrate problem-solving capacities, propose strategies and evaluate the impact of the proposed solutions from the theoretical-practical frameworks offered by the Social Sciences
- **CG7** - Critically assess different opinions, actions and situations (including their own), that could happen in their job environment

SPECIFICS

- **CE3** - The students will have knowledge of the legal framework of communication, ethics and professional deontology, marketing, advertisement and public relations, different media, and they will know how to apply them to companies of these fields.

- **CE6** - They will learn to listen, negotiate, persuade and communicate effectively (orally and written), applying resources of both business and academic worlds, such as reports about specific situations within the marketing and public relations environment.

LEARNING OUTCOMES

- **R3** Students will be able to respect the ethical principles of communication and apply them to their professional activity.
- **R12** Students will be able to gather and interpret data and information useful to found their conclusions including reflections, when necessary and relevant.

CONTENT

0. Introduction

- Media and Ideology
- Media and Democracy
- Media and Ethics

1. From ethics to autoregulation

- Ethics and moral. Brief conceptual clarification
- Professional deontology
- Ethics and journalist deontology
- Autoregulation. Definition, functions and principal mechanisms

2. Deontological codes

- Content and structure of deontological codes
- Codes functions
- Brief history of codes
- Codes in Spain

3. Press councils and other mechanisms of autoregulation

- Definitions, functions and other issues related to councils
- Press councils
- Audiovisual councils
- Other mechanisms of autoregulation

4. Ethical conflicts and decision-making

- Catalogues of informational excesses in entertainment society
- Social responsibility theory of communication media
- Ethics response. Decision-making criteria

5. Ethics of audiovisual communication

- Social function of television
- Peculiarity of television media
- Message reception requirements: its public
- The prolongation. Ethical analysis of different television genres

6. Ethics of advertisement

- Advertisement and ethics
- Basic ethical principles of advertisement activity
- Autoregulation in advertisement
- Role of the Association for Autoregulation of Advertisement (AAP in Spanish). Autoregulation

7. Information and Communication Technologies

- New ways of communication
- The Internet and the new concepts of advertising
- New media and public relations

8. Ethics of information

- Copyleft and Copyright
- Public Domain
- Remix and Plagiarism
- Between ethics and law

EVALUATION SYSTEM

There will be two partial exams weighting 50% of the final grade, one theoretical (20%) and one practical (30%). It is required to pass them in order to average with the rest of the grade. Passing an exam requires a 50% or more of the mark.

The remaining 50% will be obtained by a mandatory activity on a reading (20%), a final project in group (20%), and class participation (10%). It is not necessary to pass these to have access to the average.

If the student passes successfully the practical part of the continued evaluation but he has failed one or the two-midterm exams, he will have the chance to re-take the exams in the “complementarias” period, in order to improve the marks.

The teacher will take into account both the participation and progress of all students in order to properly evaluate the assimilation and demonstration of knowledge and resources.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work and present orally. Debates and critical thinking will be encouraged in the classroom.

BIBLIOGRAPHY

- [Targeted. How Technology is Revolutionizing Advertising and the Way Companies Reach Consumers](#). Mike Smith, 2014, HarperCollins

- [Business Ethics, 8th ed.](#) Marianne Jennings, 2014, Cengage Learning.
- [Ethics in Information Technology.](#) George Reynolds, 2018, Cengage Learning.
- [Advertising and the Mind of the Consumer.](#) What Works, What Doesn't, and Why. Max Sutherland, 2009, IPG (Independent Publishers Group).
- [Ethics in the Alcohol Industry.](#) Simon Robinson, Dr Alexandra Kenyon, 2009, Palgrave Macmillan

Actividad	Evaluación	Competencias y RA que se evalúan	Condicionante	Dedicación
<p>Actividad 1 Actividad sobre lectura o caso</p> <p>Escoger y leer un texto o caso planteado e identificar los problemas legales, éticos y deontológicos que se derivan, demostrando que se conoce la diferencia y se es capaz de distinguirlos claramente.</p>	20%	<p>Competencias: CB3+CB4+CG6-CE3</p> <p>Resultados de aprendizaje: R3</p>	<p>Individual</p> <p>Entrega obligatoria en fecha estipulada</p> <p>No recuperable</p>	10 horas
<p>Actividad 2 Proyecto en grupo</p> <p>Los grupos deberán elegir un elemento de publicidad (anuncio en cualquier medio o formato) que consideren que viola algún precepto legal, del código deontológico o de la ética comunicativa. Deberán analizar y justificar el razonamiento y rehacer la publicidad adecuando los aspectos negativos, adaptándolos a los códigos vigentes</p>	20%	<p>Competencias: CB2+CB3+CB4+ CG1+CG3+CG7+</p> <p>CE6</p> <p>Resultados de aprendizaje: R3+R12</p>	<p>En grupos de 4-6</p> <p>Entrega obligatoria en fecha estipulada</p> <p>No recuperable</p>	20 horas
<p>Parcial 1 - Teórico</p> <p>Conceptos básicos</p>	20%	<p>Competencias: CB3+CB4+CG1+</p> <p>CE3</p> <p>Resultados de aprendizaje: R3</p>	<p>Recuperable en complementaria siempre y cuando se haya efectuado el seguimiento del resto de la evaluación</p>	10 horas de estudio
<p>Parcial 2 - Práctico</p> <p>Casos prácticos</p>	30%	<p>Competencias: CB2+CB3+CG1+ CG3+CG6+CG7+ CE3+CE6</p> <p>Resultados de aprendizaje: R3+R12</p>	<p>Recuperable en complementaria siempre y cuando se haya efectuado el seguimiento del resto de la evaluación</p>	15 de trabajo práctico y lecturas
Horas de clase				30 horas
Total horas dedicación				85 horas