

ETHICS AND DEONTOLOGY OF COMMUNICATION**COURSE: SECOND****SEMESTER: FIRST / FALL****TYPE: COMPULSORY****CREDITS: 3****LANGUAGE: ENGLISH****COURSE DESCRIPTION**

This course aims to provide a full sweep of the implications that the term ethics entails in contemporary societies as connected to the fast changing corporate world. Likewise, the course seeks to place a particular emphasis on the world of the often misunderstood fields of media and communication in diverse geographical settings. Thus, students are expected to engage with and to approach critically some key concepts, namely ethics, ideology, democracy, vulnerability and human rights, power, corporate social responsibility or corporate identity from the standpoint of both humanism and humanities, and its subsequent application to the field of Social and Economic Sciences.

In this age of global connectedness, it is of paramount importance to strive for interdisciplinarity so as to understand the far reaching impact of globalisation. In light of this, students will analyze and discuss two case studies in which the

students body will be required to come up with proposals for agreement (Memorandums of Understanding) in order to enhance the corporate image given to (potential) customers.

In this way, students will tackle the moral and ethical quandaries of the problematic relationship of two indigenous communities based in Australia (the Martu) and Nigeria (the Ogoni) with Cameco and Shell, respectively.

SKILLS

GENERICCS

- **CB2** - Capacity to apply the acquired 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
- **R8** - Students analyze how companies manage their communication
- **R9** – Students draft and design an in-house communication strategy

SPECIFICS

- **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.
- **R10** - Students develop the institutional framework to face unfolding crises.

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.

CONTENTS / COURSE BLOCKS

0. Introduction to Ethics

1. From Ethics to Human Rights
2. Integrity in the Business Environment and Saving the Face of Business
3. Business Communication
4. Corporate Social Responsibility and Communication
5. Ethical conflicts and decision-making: Case Studies I and II (cases studies are intertwined with blocks 2, 3 and 4)

COURSE ASSESSMENT

- Written assignments (50%). Students will sit for a theoretical and practical exam throughout the course (25% each), where students have to provide evidence of sufficient knowledge of the contents of the course. **Students have to pass both assignments in order to get a final mark. Passing mark is 5 out of 10.**
- Research project (25%). Students will create working groups of 6 to 8 people to develop an action plan that involves the integration of indigenous communities into a given corporate identity.
- Report (15%). Based on the two Case Studies dealt with in class, students will have to write a critical report of 1,000 words. This task is collaborative, meaning that the aforementioned report will have to reflect an in-depth discussion.
- Class participation (10%). Students are strongly encouraged to come to class having read the assigned readings or watched the clips. The idea is to

have open discussions where students engage critically with their peers and the course lecturer.

PRUEBAS DE EVALUACIÓN

Parcial 1 (teórico)

Evaluación: 25%

Competencias y RA que evalúan:

- **Competencias:** CB3 + CB4 + CG1
- **RA:** R3

Condicionante: Recuperable en complementaria siempre y cuando se hayan entregado las actividades 1 y 2.

Dedicación: 12,5 horas de estudio

Parcial 2 (práctico)

Evaluación: 25%

Competencias y RA que evalúan:

- **Competencias:** CB2 + CB3 + CG1 + CG3 + CG6 + CG7 + CE6
- **RA:** R3 + R12

Condicionante: Recuperable en complementaria siempre y cuando se hayan entregado las actividades 1 y 2.

Dedicación: 12,5 horas de estudio

Proyecto de Investigación

Los grupos tendrán que elegir una comunidad indígena ajena a la corporación escogida y deberán desarrollar un plan de comunicación que sea respetuoso desde el punto de vista ético con el Medio Ambiente. La estrategia de comunicación deberá ser inclusiva con dicha comunidad y reflejar los valores de la misma como seña de identidad de la empresa en cuestión; es decir, deberá aunar valores propios y ajenos en forma de acciones que beneficien a la comunidad en la que se desarrolla la actividad principal de la corporación.

Evaluación: 25%

Competencias y RA que evalúan:

- **Competencias:** CB2 + CB3 + CB4 + CG1 + CG3 + CG6 + CG7 + CE6 + R10
- **RA:** R3 + R12

Condicionante: No recuperable

Dedicación: 25 horas

Informe

En parejas los estudiantes elaborarán un informe crítico de 500-750 palabras (bibliografía, notas al pie y título excluidos) sobre el documental *Delta Boys*. En el informe deberán analizar la problemática relación entre la corporación y la comunidad indígena y plantear posibles líneas de actuación tomando como referencia la RSE (Responsabilidad Social de la Empresa).

Evaluación: 15%

Competencias y RA que evalúan:

- **Competencias:** CB2 + CB3 + CG1 + CG3 + CG6 + CG7

- **RA:** R3 + R12

Condicionante: No recuperable

Dedicación: 5 horas

Horas de clase: 30 horas

Horas de dedicación: 85 horas

Actividad	Evaluación	Competencias y RA que se evalúan	Condicionante	Dedicación
Parcial I (teórico) GRUPO A: 11 NOV GRUPOS B y C: 13 NOV	25%	Competencias: CB3 + CB4 + CG1 Resultados de Aprendizaje: R3	Recuperable en complementaria (27/29 Enero) siempre y cuando se hayan entregado las actividades 1 y 2 (Proyecto de Investigación e Informe)	12,5 horas de estudio
Parcial II (práctico) GRUPO A: 13 ENE GRUPOS B y C: 15 ENE	25%	Competencias: CB2 + CB3 + CG1 + CG3 + CG6 + CG7 + CE6 Resultados de Aprendizaje: R3 + R12	Recuperable en complementaria (27/29 Enero) siempre y cuando se hayan entregado las actividades 1 y 2 (Proyecto de Investigación e Informe)	12,5 horas de estudio
Proyecto	25%	Competencias:	Por grupos (entre 6 y 8	25 horas

de Investigación Fecha de entrega: 20 enero (Grupo A) 22 de enero (Grupos B y C)		CB2 + CB3 + CB4 + CG1 + CG3 + CG6 + CG7 + CE6 + R8 + R9 Resultados de Aprendizaje: R3 + R12 + R10	estudiantes) Obligatorio presentarla, de lo contrario, el estudiante que lo precise no podrá acudir a efectuar la complementaria del Parcial I y/o Parcial II NO RECUPERABLE	de dedicación
Informe Fecha de entrega: Grupo A: 13 de enero Grupos B y C: 15 de enero	15%	Competencias: CB2 + CB3 + CG1 + CG3 + CG6 + CG7 Resultados de Aprendizaje: R3 + R12	En parejas (2 integrantes) Obligatorio presentarla, de lo contrario, el estudiante que lo precise no podrá acudir a efectuar la complementaria del Parcial I y/o Parcial II NO RECUPERABLE	5 horas
CLASES				30 horas de

				dedicación
TOTAL HORAS DEDICACIÓN A LA ASIGNATURA:				85 horas

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 the acquired knowledge will be put into practical use. Critical thinking, independence of mind and ethical entrepreneurship will be encouraged in the classroom. The teaching staff will keep track of students' development and progress on a regular basis.

REMARKS

Students who do not show up on exam days will have to provide a medical justification or evidence of *force majeure* to take the exam on the complementary date. The certificate will have to be sent to the coordinator or academic tutor. Failure to comply with this requirement will automatically lead to fail the subject. The same applies to oral presentations or other academic activities. Students are required to attend a minimum 80% of the sessions both before the midterm and the final exam. Otherwise, the student in question will have lost his/her right of examination.

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