

# Cover Sheet: Request 15843

## RTV 4432 – Ethics and Problems in Telecommunication

### Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	2/12/2021 5:23:45 PM
Updated	3/16/2021 4:19:26 PM
Description of request	The department requests changing RTV 4432 to a 3000-level course and change the course title to Ethics and Problems in Media

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunication 23030000	David Ostroff		2/12/2021
No document changes					
College	Approved	JOU - College of Journalism and Communications	James Babanikos		2/12/2021
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			2/12/2021
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Course|Modify for request 15843

## Info

**Request:** RTV 4432 – Ethics and Problems in Telecommunication

**Description of request:** The department requests changing RTV 4432 to a 3000-level course and change the course title to Ethics and Problems in Media

**Submitter:** David Ostroff dostroff@ufl.edu

**Created:** 3/13/2021 3:11:46 PM

**Form version:** 2

## Responses

### Current Prefix

*Enter the current three letter code (e.g., POS, ATR, ENC).*

Response:

rtv

### Course Level

*Select the current one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).*

Response:

4

### Number

*Enter the current three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.*

Response:

432

### Lab Code

*Enter the current lab code. This code indicates whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).*

Response:

None

### Course Title

*Enter the current title of the course as it appears in the Academic Catalog. There is a 100 character limit for course titles.&nbsp;*

Response:

Ethics and Problems in Telecommunication

### Effective Term

*Select the requested term that the course change(s) will first be implemented. Selecting "Earliest" will allow the change to be effective in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's expectations. Courses cannot be changed retroactively, and therefore the actual*

*effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires at least 6 weeks after approval of the course change at UF.*

Response:  
Earliest Available

**Effective Year**

*Select the requested year that the course change will first be implemented. See preceding item for further information.*

Response:  
Earliest Available

**Requested Action**

*Indicate whether the change is for termination of the course or any other change. If the latter is selected, all of the following items must be completed for any requested change.*

Response:  
Other (selecting this option opens additional form fields below)

**Change Course Prefix?**

Response:  
No

**Change Course Level?**

*Note that a change in course level requires submission of a course syllabus.*

Response:  
Yes

**Current Level**

Response:  
4

**Proposed Level**

Response:  
3

**Change Course Number?**

Response:  
No

**Change Lab Code?**

*Note that a change in lab code requires submission of a course syllabus.*

Response:

No

**Change Course Title?**

Response:

Yes

**Current Course Title**

*(100 character limit)*

Response:

Ethics and Problems in Telecommunication

**Proposed Course Title**

*(100 character limit)*

Response:

Ethics and Problems in Media

**Change Transcript Title?**

*If changing the course title a new transcript title is also required.&nbsp;*

Response:

No

**Change Credit Hours?**

*Note that a change in credit hours requires submission of a course syllabus.*

Response:

No

**Change Variable Credit?**

*Note that a change in variable credit status requires submission of a course syllabus.*

Response:

No

**Change S/U Only?**

Response:  
No

**Change Contact Type?**

Response:  
No

**Change Rotating Topic Designation?**

Response:  
No

**Change Repeatable Credit?**

*Note that a change in repeatable credit status requires submission of a course syllabus.*

Response:  
No

**Change Course Description?**

*Note that a change in course description requires submission of a course syllabus.*

Response:  
No

**Change Prerequisites?**

Response:  
No

**Change Co-requisites?**

Response:  
No

**Rationale**

*Please explain the rationale for the requested change.*

Response:

The faculty believes students should take this earlier in their program. Changing the course from 4000 to 3000 will help signal that to students. A revised semester plan is being submitted placing the course earlier in the students' program.

Because the name of the major has been changed to Media Production, Management, and Technology, the faculty believes the current title is no longer appropriate, and will create confusion.

SEMESTER ONE	DIGITAL FILM AND TELEVISION PRODUCTION	CREDITS
<a href="#">AMH 2020</a>	United States Since 1877 ( <a href="#">State Core Gen Ed Social and Behavioral Sciences</a> )	3
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
<a href="#">STA 2023</a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) <sup>1</sup>	3
	Quest 1 (Gen Ed Humanities)	3
	<a href="#">State Core Gen Ed Physical or Behavioral Sciences</a> <sup>1</sup>	3
	<b>Credits</b>	<b>15</b>
SEMESTER TWO		
<a href="#">ECO 2013</a>	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
<a href="#">MUL 2010</a>	Experiencing Music ( <a href="#">State Core Gen Ed Humanities with International</a> )	3
	Select one:	3
<a href="#">THE 2000</a>	Theatre Appreciation (Gen Ed Humanities with Diversity)	
<a href="#">ARH 2000</a>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
<a href="#">ENC 1102</a>	Argument and Persuasion (Gen Ed Composition; recommended elective) <sup>1</sup>	3
	Gen Ed Mathematics <sup>1</sup>	3
	<b>Credits</b>	<b>16</b>
SEMESTER THREE		
<a href="#">ENC 3254</a>	Professional Writing in the Discipline <sup>1</sup>	3
<a href="#">JOU 2040</a>	Writing Mechanics <sup>1</sup>	1
<a href="#">MMC 1009</a>	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
<a href="#">RTV 3001</a>	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Foreign language or Quantitative option <sup>1</sup>	3
	Gen Ed Physical or Biological Sciences <sup>1</sup>	3

**Credits** **14**

**SEMESTER FOUR**

POS 2041 American Federal Government (Gen Ed Social and Behavioral Sciences) <sup>1</sup> 3

RTV 2100 Writing for Electronic Media (**Critical Tracking**) <sup>1,2</sup> 3

SPC 2608 Introduction to Public Speaking <sup>1</sup> 3  
or ORI 2000 or Oral Performance of Literature 1

VIC 3001 Sight, Sound and Motion <sup>1</sup> 4

Foreign language or Quantitative option <sup>1</sup> 3

**Credits** **16**

**SEMESTER FIVE**

SYG 2000 Principles of Sociology (Gen Ed Social and Behavioral Sciences) 3  
or PSY 2012 or General Psychology

RTV 3101 Advanced Writing for Electronic Media <sup>1</sup> 3

RTV 3511 Fundamentals of Production <sup>1</sup> 3

Outside concentration course 3

~~Elective inside college~~ RTV 3432 Ethics and Problems in Media (Critical Tracking)<sup>1</sup>

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**Credits** **15**

**SEMESTER SIX**

RTV 3320 Electronic Field Production (**Critical Tracking**) <sup>1</sup> 3

Electives (inside college) 5

Electives (outside college) 5

Outside concentration course 3

**Credits** **16**

**SEMESTER SEVEN**

RTV 3516 Electronic Field Production II (**Critical Tracking**) 4

<a href="#">RTV 4500</a>	Telecommunication Programming ( <b>Critical Tracking</b> )	3
<a href="#">RTV 4929C</a>	Senior Advanced Workshop in Telecommunication Production ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Elective (outside college)	3
	Outside concentration course	3
	<b>Credits</b>	<b>16</b>
<b>SEMESTER EIGHT</b>		

<del><a href="#">RTV 4432</a></del>	<del>Ethics and Problems in Telecommunication (<b>Critical Tracking</b>) + Electives (Inside College)</del>	
<a href="#">RTV 4700</a>	Telecommunication Law and Regulation ( <b>Critical Tracking</b> )	
	Electives (inside college)	7
	Outside concentration course	3
	<b>Credits</b>	<b>16</b>
	<b>Total Credits</b>	<b>124</b>

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<sup>1</sup> Minimum grade of C required

<sup>2</sup> [MMC 2100](#) or [IOU 3109C](#) is accepted in lieu of [RTV 2100](#)

SEMESTER ONE MANAGEMENT AND STRATEGY		CREDITS
<a href="#">AMH 2020</a>	United States Since 1877 ( <a href="#">State Core Gen Ed Social and Behavioral Sciences</a> )	3
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
<a href="#">STA 2023</a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) <sup>1</sup>	3
	Quest 1 (Gen Ed Humanities)	3
	<a href="#">State Core Gen Ed Physical or Behavioral Sciences</a> <sup>1</sup>	3
	<b>Credits</b>	<b>15</b>
SEMESTER TWO		
<a href="#">ECO 2013</a>	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
<a href="#">MUL 2010</a>	Experiencing Music ( <a href="#">State Core Gen Ed Humanities with International</a> )	3
	Select one:	3
<a href="#">THE 2000</a>	Theatre Appreciation (Gen Ed Humanities with Diversity)	
<a href="#">ARH 2000</a>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
<a href="#">ENC 1102</a>	Argument and Persuasion (Gen Ed Composition; recommended elective) <sup>1</sup>	3
	Gen Ed Mathematics <sup>1</sup>	3
	<b>Credits</b>	<b>16</b>
SEMESTER THREE		
<a href="#">ENC 3254</a>	Professional Writing in the Discipline <sup>1</sup>	3
<a href="#">MMC 1009</a>	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
<a href="#">MMC 2121</a>	Writing Fundamentals for Communicators <sup>1</sup>	3
<a href="#">RTV 3001</a>	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Foreign language or Quantitative option <sup>1</sup>	3
	Gen Ed Physical or Biological Sciences <sup>1</sup>	3
	<b>Credits</b>	<b>16</b>
SEMESTER FOUR		
<a href="#">POS 2041</a>	American Federal Government (Gen Ed Social and Behavioral Sciences)	3

<u>RTV 2100</u>	Writing for Electronic Media ( <b>Critical Tracking</b> ) <sup>1,2</sup>	3
<u>SPC 2608</u> or <u>ORI 2000</u>	Introduction to Public Speaking <sup>1</sup> or Oral Performance of Literature 1	3
<u>VIC 3001</u>	Sight, Sound and Motion <sup>1</sup>	4
Foreign language or Quantitative option <sup>1</sup>		3
<b>Credits</b>		<b>16</b>
<b>SEMESTER FIVE</b>		
<u>JOU 3002</u>	Understanding Audiences	3
<u>ADV 3008</u>	Principles of Advertising	3
<u>RTV 3405</u>	Media and Society	3
Business outside concentration course		4
<del>Elective (outside college) <u>RTV 3432 Ethics and Problems in Media</u> or <u>MMC 3203 Ethics and Problems in Media (Critical Tracking)</u><sup>1</sup></del>		
<b>Credits</b>		
<b>SEMESTER SIX</b>		
<u>SYG 2000</u> or <u>PSY 2012</u>	Principles of Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
<u>RTV 4500</u>	Telecommunication Programming ( <b>Critical Tracking</b> )	3
Electives (inside college)		6
Operations block course 1 <sup>1</sup>		3
<b>Credits</b>		<b>15</b>
<b>SEMESTER SEVEN</b>		
<u>RTV 4506</u> or <u>MMC 3420</u>	Telecommunication Research ( <b>Critical Tracking</b> ) or Consumer and Audience Analytics	3
<u>RTV 4700</u>	Telecommunication Law and Regulation ( <b>Critical Tracking</b> )	3
Business outside concentration course		4

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Elective (outside college)	2
Operations block course 2 <sup>1</sup>	3
<b>Credits</b>	<b>15</b>
<b>SEMESTER EIGHT</b>	
Select one:	3
<a href="#">POS 2112</a> American State and Local Government	
<a href="#">INR 2001</a> Introduction to International Relations	
<a href="#">CPO 2001</a> Comparative Politics	
<del><a href="#">RTV 4432</a> Ethics and Problems in Telecommunication (<b>Critical Tracking</b>)<sup>†</sup></del> <del>or <a href="#">MMC 3203</a> Ethics and Problems in Mass Communications</del>	3
<del>Elective (outside college)</del>	
<a href="#">RTV 4800</a> Telecommunication Planning and Operations ( <b>Critical Tracking</b> )	3
Business outside concentration course	4
Elective (inside college)	2
<b>Credits</b>	<b>15</b>
<b>Total Credits</b>	<b>124</b>

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#### Plan of Study Grid

*For semesters 7-8, students must complete two professional courses. Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval, and a letter from the internship supervisor outlining duties and contact information. Internship application forms, information, and policies are available on the Department of Telecommunication website.*

<sup>1</sup> Minimum grade of C required

<sup>2</sup> [MMC 2100](#) or [JOU 3109C](#) is accepted in lieu of [RTV 2100](#)

*For semesters 7-8, students must complete two professional courses. Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval, and a letter from the internship supervisor outlining duties and contact*



SEMESTER ONE MEDIA AND SOCIETY <u>IN RESIDENCE</u>		CREDITS
<u>AMH 2020</u>	United States Since 1877 ( <u>State Core Gen Ed Social and Behavioral Sciences</u> )	3
<u>ENC 1101</u>	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
<u>STA 2023</u>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) <sup>1</sup>	3
	Quest 1 (Gen Ed Humanities)	3
	<u>State Core Gen Ed Physical or Behavioral Sciences</u> <sup>1</sup>	3
	<b>Credits</b>	<b>15</b>
SEMESTER TWO		
<u>ECO 2013</u>	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
<u>MUL 2010</u>	Experiencing Music ( <u>State Core Gen Ed Humanities with International</u> )	3
	Select one:	3
<u>THE 2000</u>	Theatre Appreciation (Gen Ed Humanities with Diversity)	
<u>ARH 2000</u>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
<u>ENC 1102</u>	Argument and Persuasion (Gen Ed Composition; recommended elective) <sup>1</sup>	3
	Gen Ed Mathematics <sup>1</sup>	3
	<b>Credits</b>	<b>16</b>
SEMESTER THREE		
<u>ENC 3254</u>	Professional Writing in the Discipline <sup>1</sup>	3
<u>MMC 1009</u>	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
<u>MMC 2121</u>	Writing Fundamentals for Communicators <sup>1</sup>	3
<u>RTV 3001</u>	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Foreign language or Quantitative option <sup>1</sup>	3
	Gen Ed Physical or Biological Sciences <sup>1</sup>	3

**Credits** **16**

**SEMESTER FOUR**

POS 2041 American Federal Government (Gen Ed Social and Behavioral Sciences) <sup>1</sup> 3

RTV 2100 Writing for Electronic Media (**Critical Tracking**) <sup>1,2</sup> 3

SPC 2608 Introduction to Public Speaking <sup>1</sup> 3  
or ORI 2000 or Oral Performance of Literature 1

VIC 3001 Sight, Sound and Motion <sup>1</sup> 4

Foreign language or Quantitative option <sup>1</sup> 3

**Credits** **16**

**SEMESTER FIVE**

SYG 2000 Principles of Sociology (Gen Ed Social and Behavioral Sciences) 3  
or PSY 2012 or General Psychology

RTV 3405 Media and Society 3

Specialization block courses 6

Outside concentration course 3

Quantitative option or general elective 2

**Credits** **17**

**SEMESTER SIX**

2 specialization block courses (**Critical Tracking**) 6

Outside concentration course 3

Electives (inside college)

~~MMC 3203 Ethics and Problems in Mass Communications or RTV 3432 Ethics and Problems in Media~~ <sup>1</sup> 3

**Credits**

**SEMESTER SEVEN**

~~MMC 3203 Ethics and Problems in Mass Communications~~ <sup>1</sup>

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or ~~RTV 4432~~ or ~~Ethics and Problems in Telecommunication~~

Electives (inside college)

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RTV 4700 Telecommunication Law and Regulation (**Critical Tracking**) 3  
or MMC 4200 or Law of Mass Communication

2 specialization block courses 6

Elective (inside college) 1

Outside concentration course 3

**Credits 16**

**SEMESTER EIGHT**

AMH 2010 United States to 1877 3

Select one: 3

POS 2112 American State and Local Government

CPO 2001 Comparative Politics

INR 2001 Introduction to International Relations

RTV 4420 New Media Systems (**Critical Tracking**) 3

Outside concentration course 3

Elective (inside college) 1

**Credits 13**

**Total Credits 124**

Plan of Study Grid

<sup>1</sup> Minimum grade of C required.

<sup>2</sup> MMC 2100 or IOU 3109C is accepted in lieu of RTV 2100.

SEMESTER ONE MEDIA AND SOCIETY_UF ONLINE		CREDITS
<a href="#">AMH 2020</a>	United States Since 1877 ( <a href="#">State Core Gen Ed Social and Behavioral Sciences</a> )	3
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) <sup>1</sup>	3
<a href="#">STA 2023</a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) <sup>1</sup>	3
	Quest 1 (Gen Ed Humanities)	3
	<a href="#">State Core Gen Ed Physical or Behavioral Sciences</a> <sup>1</sup>	3
	<b>Credits</b>	<b>15</b>
SEMESTER TWO		
<a href="#">ECO 2013</a>	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
<a href="#">MUL 2010</a>	Experiencing Music ( <a href="#">State Core Gen Ed Humanities with International</a> )	3
	Select one:	3
<a href="#">THE 2000</a>	Theatre Appreciation (Gen Ed Humanities with Diversity)	
<a href="#">ARH 2000</a>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
<a href="#">ENC 1102</a>	Argument and Persuasion (Gen Ed Composition; recommended elective) <sup>1</sup>	3
	Gen Ed Mathematics <sup>1</sup>	3
	<b>Credits</b>	<b>16</b>
SEMESTER THREE		
<a href="#">ENC 3254</a>	Professional Writing in the Discipline <sup>1</sup>	3
<a href="#">MMC 1009</a>	Introduction to Media and Communications ( <b>Critical Tracking</b> ) <sup>1</sup>	1
<a href="#">MMC 2121</a>	Writing Fundamentals for Communicators <sup>1</sup>	3
<a href="#">RTV 3001</a>	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) <sup>1</sup>	3
	Foreign language or Quantitative option <sup>1</sup>	3
	Gen Ed Physical or Biological Sciences <sup>1</sup>	3

<b>Credits</b>		<b>16</b>
<b>SEMESTER FOUR</b>		
<u>POS 2041</u>	American Federal Government (Gen Ed Social and Behavioral Sciences) <sup>1</sup>	3
<u>RTV 2100</u>	Writing for Electronic Media ( <b>Critical Tracking</b> ) <sup>1,2</sup>	3
<u>SPC 2608</u> or <u>ORI 2000</u>	Introduction to Public Speaking <sup>1</sup> or Oral Performance of Literature 1	3
<u>VIC 3001</u>	Sight, Sound and Motion <sup>1</sup>	4
Foreign language or Quantitative option <sup>1</sup>		3
<b>Credits</b>		<b>16</b>
<b>SEMESTER FIVE</b>		
<u>SYG 2000</u> or <u>PSY 2012</u>	Principles of Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
<u>RTV 3405</u>	Media and Society	3
Specialization block courses		6
Outside concentration course		3
Quantitative option or general elective		2
<b>Credits</b>		<b>17</b>
<b>SEMESTER SIX</b>		
2 specialization block courses ( <b>Critical Tracking</b> )		6
Outside concentration course		3
Electives (inside college)		
<del>MMC 3203</del>	<del>Ethics and Problems in Mass Communications or RTV 3432 Ethics and Problems in Media</del> <sup>1</sup>	<del>3</del>
<b>Credits</b>		
<b>SEMESTER SEVEN</b>		
<del>MMC 3203</del>	<del>Ethics and Problems in Mass Communications</del> <sup>1</sup>	

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or ~~RTV 4432~~ or ~~Ethics and Problems in Telecommunication~~

Electives (inside college)

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RTV 4700 Telecommunication Law and Regulation (**Critical Tracking**) 3  
or MMC 4200 or Law of Mass Communication

2 specialization block courses 6

Elective (inside college) 1

Outside concentration course 3

**Credits 16**

**SEMESTER EIGHT**

AMH 2010 United States to 1877 3

Select one: 3

POS 2112 American State and Local Government

CPO 2001 Comparative Politics

INR 2001 Introduction to International Relations

RTV 4420 New Media Systems (**Critical Tracking**) 3

Outside concentration course 3

Elective (inside college) 1

**Credits 13**

**Total Credits 124**

Plan of Study Grid

<sup>1</sup> Minimum grade of C required.

<sup>2</sup> MMC 2100 or IOU 3109C is accepted in lieu of RTV 2100.

Assessment Report Spring 2019 RTV 4432 Problems and Ethics in Telecommunication

Content

**SLO 2**

Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity.

**The ability to identify and describe ethical principles is measured by performance on relevant quiz questions. The ability to apply ethical principles is measured by demonstrating the skill in applying these principles in the analysis of case studies.**

1. Recognizes Ethical Issues Even in Complex Context (SLO 2)

**This is ascertained by the ability to consider a case study and extract the values that create the ethical dilemma in the case.**

2. Names and Describes the Gist of Different Ethical Perspectives and Concepts (SLO 2)

**The ability to identify and describe ethical principles is measured by performance on relevant quiz questions.**

3. Independently Applies Ethical Perspectives and Concepts to an Ethical Question (SLO 2)

**Every student has to independently analyze a case study and demonstrate his/her ability to apply ethical principles correctly in this analysis.**

4. Demonstrates Knowledge of the Importance of Diversity in the Contemporary Media Professions (SLO 2)

**Students have several writing assignments that ask them to identify the factors that contribute to or stifle diversity in media, including monocultural staffing, stereotypical content, financing, and audience preferences.**

5. Demonstrates Understanding of the Complexity of Elements Important to Members of Other Cultures (SLO 2)

**Students examine alternate reporting on contemporary issues, including racial and cultural discrimination, white supremacy, gender discrimination, neocolonialism, and systemic poverty.**

*Critical Thinking*

**SLO 4**

Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.

**Students conduct individual research on topics that present ethical dilemmas using empirical methods common to reporting such as data analysis, comparative analysis, document analysis, critical analysis, cogent writing and oral presentation.**

6. Communicates, Organizes and Synthesizes Information from Sources to Fully Achieve a Specific Purpose, with Clarity and Depth (SLO 4)

**Case studies are analyzed by students, and then presented in writing and orally in class. Students are evaluated and scored on correct identification of conflicting values, correct application of ethical principles in the analysis, identification of relevant loyalties, and decision-making based on ethical reasoning.**

7. Organizes and Synthesizes Evidence to Reveal Insightful Patterns, Differences, or Similarities Related to Focus (SLO 4)

**Students are assigned to watch videos that focus on ethical dilemmas in the media and extract from their viewing central ethical concerns in the media, such as privacy, media concentration, confidentiality, stereotyping and truth, for discussion.**

8. States a Conclusion that is a Logical Extrapolation from the Findings (SLO 4)

**Case studies are analyzed by students, and then presented in writing and orally in class. Students are evaluated and scored on correct identification of conflicting values, correct application of ethical principles in the analysis, identification of relevant loyalties, and decision-making based on ethical reasoning.**

9. Acknowledges and Discusses Relevant Limitations and Implications (SLO 4)

**All students are assigned to peer review cases studies produced by their fellow students, and grade them based on the writer's application of ethical principles in the analysis, identification of relevant loyalties, and decision-making based on ethical reasoning. They are required to grade those case studies and identify and discuss limitations and the defects in the ethical analysis.**

## Rubric

- 4- All elements are included, and demonstrate a mastery
- 3- All elements are included and correctly demonstrated
- 2- Most elements are correctly demonstrated
- 1- Most elements are either missing or are incorrectly demonstrated

SLO Assessment RTV 4432 Ethics and Problems  
 Percentages of Students Below, Meeting, and Exceeding Expectations  
 Department of Telecommunication

SLO	2014-15 Percent of Expectations	2016-17 Percent of Expectations	2018-19 Percent of Expectations	2020-21 Percent of Expectations
2. Understand professional ethical principles and the importance of truth, accuracy, fairness and diversity.	96% of 115 students meet of exceeds expectations  4% Below	0% Below  64% Meets  36% Exceeds	3% Below  69% Meets  28% Exceeds	24 Students  1 (4%) Below  12 (50%) Meets  11 (46%) Exceeds
4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.	95% of 115 students meet of exceeds expectations  5% Below	0% Below  64% Meets  36% Exceeds	3% Below  65% Meets  32% Exceeds	24 Students  1 (4%) Below  13 (54%) Meets  10 (42%) Exceeds

## SYLLABUS

**RTV4432: Ethics and Problems in Telecommunication**

**Request change to Ethics and Problems in Media**

Spring 2021, RTV 4432 (21358)

M | Period 9 (4:05 PM - 4:55 PM)

R | Period 8 - 9 (3:00 PM - 4:55 PM)

[WEIM 1078 and ONLINE](#)

**PROFESSOR MICHAEL LESLIE**

E-mail: Use Canvas Course Email

(preferred) or

[mleslie@jou.ufl.edu](mailto:mleslie@jou.ufl.edu)

Office Hours: M 2-4 p.m., on Zoom, by appointment

### PURPOSE OF THE COURSE

The study of ethics is usually taught with the goal of having you simply learn about how to apply ethical principles to the problems you will face in the exercise of your career as a mass communications professional. However, the troubled state of our news, information, advertising, public relations and entertainment industries indicates that we need to go beyond the traditional approach.

Hence, this course will not be focused solely on learning about ethical decision making. Instead, this course will also help you think broadly about ethics and ethical problems facing society, including environmental contamination, hunger, unemployment, institutional racism, and the impact of the increasing concentration of wealth on our politics and our economics.

During this course, you will have the opportunity to expand your current worldview and your frames of reference. When you have done this, you will discover new and powerful openings for action, both in your professional and personal life.

### COURSE OBJECTIVES

By the end of this course, you will have acquired the following abilities:

- 1) The ability to apply critical thinking to creating messages for a diverse and inclusive society
- 2) The ability to use an ethical reasoning model to resolve difficult ethical dilemmas in mass communication, and in your life
- 3) The ability to advocate for solutions to persistent ethical challenges in practice of journalism and mass communication
- 4) The ability to argue effectively for what you believe in and have that reflected in your work as a mass communications professional
- 5) The ability to critically assess the information and messages you are exposed to via mass and digital media.

## **REQUIRED TEXTBOOKS**

The required textbooks for this course are:

**Media Ethics: Issues and Cases**, 8<sup>th</sup> edition, by Patterson and Wilkins.

**Ethics in Media Communications: Cases and Controversies**, by Louis A. Day

**The Elements of Moral Philosophy**, 5<sup>th</sup> edition or later, by James Rachels.

You can buy or rent these books online at [www.coursesmart.com](http://www.coursesmart.com) or from [www.Amazon.com](http://www.Amazon.com) or borrow them from the UF library. They are also available for sale in the UF bookstore.

Here are some additional resources that you will find helpful:

**Gender, Race and Class in Media, any edition**, by Dines and Humez

**Society for Professional Journalists Case Studies**: <http://www.spj.org/ethicscasestudies.asp>

Other resources to help you excel in this class will be announced in class, sent to you via the class listserv, or posted in E-learning.

## **COURSE COMPONENTS**

The course consists of the following elements:

**Lectures**: I will provide a concise introduction each week to the topics we are examining and discussing that week. You are expected to read assigned materials for the week **before** my lecture and come prepared to ask questions about any part of the readings you do not fully understand.

**Team Presentations**: You and a teammate will research and present on the week's topic and present it to the class. The objective of your team presentation is to enrich our understanding and discussion of the week's topics and your presentation should be grounded in current events. Your team presentation is 10-15 minutes in length and should be supported by an audio-visual aid.

**Individual Topic Research and Presentation**: You will research and present on a topic of interest to the class. The objective of your presentation is to enrich our understanding and discussion of the ethical dimensions of the topic. Your presentation is 10-15 minutes in length and should be supported by an audio-visual aid.

**Reflection Paper Assignments**: Most weeks, I will ask you to write a brief response to the assigned readings, videos, guest speakers or the topics we have discussed in class.

**Individual Case Study and Peer Review**: You will be assigned an ethics case, using the format taught in this class, for review and comment by both me and your peers.

**Attendance**: You are expected to attend class each week and attendance will be taken at the mid-point or end of each class. Your active participation in class discussions is expected and you should be on camera for those discussions and for attendance. [The attendance score is computed as a percentage of times present and on time for class.](#)

[Quizzes](#): There will be a minimum of three of these during the term. They are intended to test your knowledge of the basic concepts and reasoning strategies taught in this course.

## **METHODS OF EVALUATION**

### **Evaluation Criteria**

All assignments and presentations will be evaluated based on both form and content. Form refers to professional and timely presentation in accord with assignment instructions, as well as cogency and organization. Content

refers to quality of analysis, correct application of principles, coherence in reasoning, and thoroughness of research. Your grade will reflect your success in meeting these standards.

### **Assignment Scoring**

I will be using a base-10 grading scale, as follows:

10= Exceeds expectations for top performance in the course

9= Very good

8= Good (some minor deficiencies)

7= Average (mixed performance with some deficiencies)

6= Below average with major deficiencies

5 or less = Unsatisfactory

### **Assignment Weights**

Individual Case Study and Peer Review	20%
Team Presentation	20%
Reflection Papers:	20%
Individual Topic Presentation:	15%
Quizzes	15%
Attendance:	10%

### **Final Grades**

I will assign plus and minus grades, generally following the University of Florida grading policy. I reserve the option to curve final grades.

A (Excellent) 90-100 percent

B (Good) 80-89 percent

C (Average) 70-79 percent

D (Below Average) 60-69 percent

E (Insufficient) <60 percent

Note: Grades will be posted in E-Learning.

## **COURSE SCHEDULE**

### **Week 1**

**1/11-14**

MONDAY

Introductions

Orientation to the Course

Homework: Watch Video "Death by Design"

<https://www.youtube.com/watch?v=Htm5Q15HfMc>

(\$1.99 on YouTube)

Complete Assignment 1

THURSDAY

Review Assignment 1

Read: Ethics and Moral Development Day, Chapter 1)

Watch Video: The Social Dilemma of Driverless Cars

<https://www.youtube.com/watch?v=nhCh1pBsS80>

Discussion

**Week 2**

**(1/18-1/21)**

MONDAY

January 18, Martin Luther King, Junior Holiday

THURSDAY

Read “Integrity: Without it Nothing Works”

Read: Ethics and Society (Day, Chapter 2)

Leadership Video (TBA)

Read: Why Morality Does Not Depend on Religion (Rachels)

Discussion

**Week 3**

**(1/25-1/28)**

MONDAY

Read: The Case of Baby Theresa (Rachels, Chapter 1)

Read: Models of Moral Reasoning

(Day, Chapter 3)

Assignment 2

THURSDAY

Read: Ethical Reasoning Theories

Read: Utilitarianism, Kantian Moral Duty, Virtue Ethics, and more

(Patterson, Chapter 1)

Read: Application of the Model of Moral Reasoning

(Patterson, Chapter 1-A)

**Week 4**

**(2/1-2/4)**

MONDAY

Privacy

Read: (Patterson, Chapter 5)

Read: (Day Chapter 5)

Watch: The Social Dilemma (available on Netflix)

Complete Assignment 3

THURSDAY

Privacy: Review

Round 1 Presentation Group 1 Case Study

Round 1 Presentation Group 2 Case Study

**Weeks 5**

**(2/8-2/11)**

MONDAY

Read: Economic Pressures and Social Responsibilities

Read: Conflicts of Interests (Day, Chapter 7)

(Patterson, Chapter 7)

Watch: The Post

Assignment 4

**Quiz 1**

THURSDAY

Review:

Economic Pressures and Social Responsibilities

Conflicts of Interests (Day, Chapter 7)

(Patterson, Chapter 7)

[Round 1 Presentation Group 3](#)

[Round 1 Presentation Group 4](#)

Discussion: The Post

**Week 6**

**(2/15-2/18)**

MONDAY

Read: Media Practitioners and Social Justice (Day, Chapter 12)

<https://www.redbrick.me/the-role-of-social-media-in-black-lives-matter/>

Assignment 5

THURSDAY

**SPECIAL SESSION: TELECOMUNICATION ADVISORY COUNCIL**

**Discussion**

**Week 7**

**(2/22-2/25)**

MONDAY

Media Practitioners and Social Justice

Case Studies

[Round 1 Presentation Group 5](#)

[Round 1 Presentation Group 6](#)

THURSDAY

**NO CLASS: REST DAY**

**READ:**

Truth, Accuracy and Transparency (Patterson, Chapter 2)

“CBS Fires Four Executives..”

<https://www.baltimoresun.com/entertainment/tv/bal-te.to.cbs11jan11-story.html>

**READ:**

Confidentiality (Day, Chapter 6)

**WATCH:** Spotlight

**Complete Assignment 6 by NOON, Monday, March 1**

**Week 8**

**(3/1-3/4)**

MONDAY

Discuss: Truth, Accuracy and Transparency (Patterson, Chapter 2)

Discuss: Confidentiality (Day, Chapter 6)

Review Assignment 6

THURSDAY

Confidentiality

Round 2 Presentation Group 1

Individual Topic 1: Annabel Bereznyi: Anonymous Information Boards

Individual Topic 2: Justin Cho: Immigration Reform

Practice Case Study Exercise

**Week 9**

**(3/8-3/11)**

MONDAY

Freedom and Responsibility

Morally Offensive Content

(Day, Chapter 9)

**Quiz 2**

THURSDAY

Morally Offensive Content

Round 2 Presentation Group 2

Individual Topic 3: Naz Hussein: Should Sex Work Be Legal?

Individual Topic 4: Miles Miller: Should Prisons be Privately Owned?

Assignment 7: Morally Offensive Content

**Week 10**

**(3/15-3/18)**

MONDAY

Freedom and Responsibility

Anti-Social Content

(Day, Chapter 10)

Discussion

THURSDAY

Anti-Social Content

Round 2 Presentation Group 3

Individual Topic 5: Josiah Diuguid: How Should the Media Cover School Shootings?

Individual Topic 6: Franz Plescha: How Should Suicide Be Covered by the Media?

**Week 11**

**(3/22-3/25)**

MONDAY

Freedom and Responsibility  
Propaganda in Media Communications  
Day, Chapter 11  
Video: Real Bad Arabs

THURSDAY

Propaganda in Media Communications  
[Round 2 Presentation Group 4](#)

[Individual Topic 7:](#)

[Individual Topic 8:](#)

**Week 12**

**(3/29-4/1)**

MONDAY

Freedom and Responsibility  
Day, Chapter 11  
Stereotypes in Media Communications  
Video: TBA

**THURSDAY**

[Stereotypes in Media](#)  
[Round 2 Presentation Group 5](#)

[Individual Topic 9:](#)

[Individual Topic 10:](#)

**Week 13**

**(4/5-4/8)**

MONDAY

**Topic TBA**

**INDIVIDUAL CASE STUDY SELECTION**

THURSDAY

TOPIC: TBA

[Round 2 Presentation Group 6](#)

[Individual Topic 11:](#)

[Individual Topic 12:](#)

[Individual Topic 13:](#)

**Week 14**  
**2/15-4/15**  
MONDAY  
TOPIC: TBA  
(Course Evaluations Due)

THURSDAY  
TOPIC: TBA

**INDIVIDUAL CASE STUDY DUE, PEER REVIEWS ASSIGNED**

**Week 15**  
**4/19**  
MONDAY  
**INDIVIDUAL CASE STUDY PEER REVIEW DUE**

**QUIZ 3**

**END OF COURSE**  
(There is no final exam in this course)

## APPENDIX

### Classroom Decorum

Please do not read newspapers, eat, drink, work on assignments for other classes, web surf, text or engage in other activities during class lectures, presentations, and group discussions.

**Students with special challenges:** I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standards of fairness and confidentiality. In order to address your academic needs, I must be informed of your circumstances at the beginning of the semester *before* performance becomes a factor. Reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to your ability to succeed in this course. You should provide me with an official statement from the Office of Student Services explaining the accommodation required, if you face such a challenge.

### Other matters:

- I reserve the right to make changes, if necessary, to the grading system, assignments, schedule, or other matters pertaining to the class.
- I can be reached preferably via e-mail, and the telephone, but please be aware that I will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact me well in advance of any deadline in order to give me adequate time to respond.
- Students are not permitted to bring guests to class unless arrangements have been made with me prior to class.
- Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive in class in a timely manner.
- You are responsible for signing the attendance sheet for every class.
- Any evidence of **plagiarism** or cheating will result in an “E” for the course and possible disciplinary action.
- Regarding **plagiarism**: Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Spelling counts. So do grammar, punctuation and professional presentation technique.
- An assignment turned in past the deadline will be penalized one letter grade for each day it is late.
- In addition to the required or recommended readings, you are encouraged to read my lecture notes posted in E-learning. You should also take notes in class because classroom sessions often reveal information that is not contained in the readings or my lecture notes.

**The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester and applies to you as a student in this class.**

**The Honor Code reads as follows:**

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. **Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.** A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

**"On my honor, I will neither give nor receive unauthorized aid in doing my assignments."**

**Course Evaluations:**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.