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| **UNIVERSITY OF NIŠ** | | | | | | |
| **Course Unit Descriptor** | | **Faculty** | | | **Faculty of Philosophy** | |
| **GENERAL INFORMATION** | | | | | | |
| Study program | | | | **Undergraduate studies of Communication and PR** | | |
| Study Module (if applicable) | | | |  | | |
| Course title | | | | Media ethics | | |
| Level of study | | | | Bachelor  Master’s  Doctoral | | |
| Type of course | | | | Obligatory  Elective | | |
| Semester | | | | Autumn Spring | | |
| Year of study | | | | Second | | |
| Number of ECTS allocated | | | | 6 | | |
| Name of lecturer/lecturers | | | | Ivana Stojanović Prelević | | |
| Teaching mode | | | | Lectures Group tutorials  Individual tutorials  Laboratory work  Project work  Seminar  Distance learning  Blended learning  Other | | |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** | | | | | | |
| *Introduction to the basic notions and norms of ethics in journalism/media and training students to acquire an attitude which is in accordance with the requirements both of their profession and of ethics in general in order to prevent any kind of manipulations in media. Also, the responsibility of media, journalists and* communicologists*in creating public sphere will be lengthy discussed. The outcome of the course is to persuade students to support the standards of their profession, taking in consideration different norms, rules and patterns of behaviour in terms of ethical values.* | | | | | | |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** | | | | | | |
| **I Ethics and Moral; 1. The nature of ethics - Socrates, 2. The origin of ethics - Descartes: 4 Ethical rules; "The Golden Rule"; Ethical priorities; 3. Freedom, Freedom of expression; 4. Freedom and its limits; Tolerance; 5. The values in ethics - internationalism and consequentialism, utilitarianism and pragmatism, deontology 6. Ethical essence of human rights II Ethics in the media 7. Freedom of information as a condition 8. Consumer rights and responsibilities of media 9. The yellow press, public affairs 10. The responsibility of media - liberal theory 11. Clamps in journalism; 12. protection of confidential sources 13. Objectivity, a subjective perspective and prejudice; 14th Ethical codes 15. Ethics and globalization** | | | | | | |
| **LANGUAGE OF INSTRUCTION** | | | | | | |
| Serbian (complete course)  English (complete course)  Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)  Serbian with English mentoring Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | |
| **ASSESSMENT METHODS AND CRITERIA** | | | | | | |
| **Pre exam duties** | **Points** | | **Final exam** | | | **points** |
| **Activity during lectures** | **5** | | **Written examination** | | |  |
| **Practical teaching** | **15** | | **Oral examination** | | | **70** |
| **Teaching colloquia** | **10** | | **OVERALL SUM** | | | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** | | | | | | |