

# Introduction to Media Business and Ethics

COMM 3505-001 | Hybrid online + Wednesday 1:25-2:45 p.m., LNCO 1110

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**Office hours:** By appointment  
**Office:** LNCO 2413 (behind the Communication Department front office)  
**Co-Instructors:** Stephanie Gomez and Dakota Park-Ozee (Reachable on Canvas)

## Overview

### Materials

All readings and videos will be accessible via Canvas or online.  
 There is no textbook.

### General Education attribute

To help prepare you as engaged 21st-century global citizens, this course fulfills the Intellectual Explorations-Humanities (HF) requirement designation.

### What is this class?

This course is open to all majors. It is required for Communication majors in the Strategic Communication and Journalism sequences.

### Course Objectives

- **Analyze** how you really pay for “free” media.
- **Define** your media ethics and apply them to a case study.
- **Understand** basic business concepts in various media.
- **Learn** the technological, economic, historical, legal, and ethical foundations of media.
- **Contextualize** social media as extensions of earlier media.
- **Consider** how media affect us as individuals and as a society.
- **Engage** in hybrid education:

» ***Anytime before 1:25 p.m. on Mondays***, use Canvas to do readings and submit your Comments and Contribution for the week. (*See “How to Comment and Contribute”* in Canvas / Modules.) ***I encourage you to work ahead.***

► *Canvas locks at 1:26 p.m. each Monday—you may not be late.*

» ***We meet in class at 1:25 p.m. on Wednesdays*** for discussions and activities.

## **Our Social Contract**

### **Be Professional:**

- ▶ **Be on time** for class and all assignments.
- ▶ **No eating and drinking** in the auditorium. Finish lunch in the lobby.
- ▶ **This is a safe zone for discussions.** That means our primary rule is civility.

### **Accommodation:**

- ▶ **ADA:** The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you need such accommodation in this class, please provide reasonable prior notice to the Center for Disability & Access, 162 Olpin Union Building, 801-581-5020 (V/TDD), <http://disability.utah.edu/>.
- ▶ **Content:** This course might expose you to things you find discomforting. I will not make accommodations in course content, requirements, or expectations. <http://regulations.utah.edu/academics/6-100.php> (See Section Q)

### **Policies and Deadlines:**

- ▶ **Attendance:** <http://regulations.utah.edu/academics/6-100.php> (See Section O)
- ▶ You must attend all Wednesday classes. You get **zero (0)** free days. *You earn points for attending and participating. You don't if you don't. (If you have a genuine emergency, contact me within 24 hours.)*
- ▶ **Academic integrity:** <http://www.regulations.utah.edu/academics/6-400.html>  
**Note:** *Signing another person's name on an attendance sheet will be considered plagiarism. Signing and leaving early will be considered academic dishonesty.*
- ▶ **Grading, Registration, and Incompletes:**  
[http://catalog.utah.edu/content.php?catoid=8&navoid=633#I\\_Grade](http://catalog.utah.edu/content.php?catoid=8&navoid=633#I_Grade)
- ▶ **Semester calendar:** <http://registrar.utah.edu/academic-calendars/fall2016.php>

## **Grades**

### **Where your course grade comes from:**

Day 1 Information Sheet . . . . .	9 points
Media You Own/Media Use Diary (25 pts. for each form) . . . . .	50 points
Media Fast paper . . . . .	75 points
Ethical Process paper . . . . .	75 points
Case Study paper . . . . .	115 points
Online participation (12 pts. x 12 weeks) . . . . .	144 points
In-class attendance/participation (11 pts. x 12 weeks) . . . . .	132 points
<b>Total:</b> . . . . .	<b>600 possible points</b>

### **Paper assignments:**

- ▶ Paper assignments *must be submitted on paper, **not Canvas or e-mail***. All papers must be your original work for this class, not repurposed papers from other classes.
- ▶ Bring papers on the due dates *at the beginning of class*—1:25 p.m.
- ▶ *Because this is a large class, I cannot accept late papers.*
- ▶ Each paper assignment will explain how I'll grade it. This includes proper spelling, grammar, and punctuation. *Everything you submit must be of professional quality.*

**Grading scale:**

When I calculate your course grade at the end of the semester, I will use these percentages:

100-94 A	89-87 B+	79-77 C+	69-67 D+	59-0 E
93-90 A-	86-84 B	76-74 C	66-64 D	
	83-80 B-	73-70 C-	63-60 D-	

**WEEKLY SCHEDULE**

*All readings are posted in weekly Modules on Canvas.*

**« Week 1 »****EXPECTATIONS AND OVERVIEW.**

- ▶ *Any time before class on Wednesday, August 24*  
**Read:** This syllabus; “How to Comment and Contribute.”  
**Update:** Your Canvas profile with a recent photo of yourself (for my reference only).
- ▶ In class Wednesday, August 24  
 Baseline assessment: What we know and how.  
**» Assignments given:** Media You Own and Media Use Diary (*due next week*, August 31).

**« Week 2 »****THE MEDIA WORLD & OUR ETHICAL ROLES.**

- ▶ By 1:25 p.m. Monday, August 29  
**Read:** “Inside Amazon”; Johnson, Ch. 1, “Ethical Perspectives.”  
**Comment:** On both readings.  
**Contribute:** A *specific* example of an ethical problem in the media.
- ▶ In class Wednesday, August 31  
 A first look at ethical perspectives.  
*Exercise: To lie or not to lie? To act or not to act?*  
**» Assignments due!** Media You Own and Media Use Diary (*in class, on paper*).

**« Week 3 »****READING — LANGUAGE, CULTURE, & COPYRIGHT.**

- ▶ By 1:25 p.m. Monday, September 5 (*Yes, it’s Labor Day; do this anytime before 1:25*)  
**Read:** Manjoo, “The Great Tech War of 2012”; Biagi, Ch. 2, “Books.”  
**Comment:** On both readings. The Manjoo reading is old! That’s for a reason. Name 1 specific thing that has changed. Is this article still relevant? If so, why? If not, why not?  
**Contribute:** The title of a book that is important to you—and why.
- ▶ In class Wednesday, September 7  
 What books mean—textbook controversies, copyrights, and pricing.  
*Exercise: Name that quote.*  
**» Assignment given:** Media Fast paper (*due in 2 weeks*, September 21).

« **Week 4** »

**NEWS, PART 1 — INFORMATION & VALUES.**

- ▶ By 1:25 p.m. Monday, September 12  
Read: McGhee, “Rural papers doing better than their city counterparts”; “BuzzFeed\_News”; Edwards, “Facebook \*is\* biasing the news.”  
Comment: On all 3 readings.  
Contribute: The name of the news source you **trust** the most—and why.
- ▶ In class Wednesday, September 14  
 Exercise: SPJ Code of Ethics; are the media complicit in mass shootings?

« **Week 5** »

**NEWS, PART 2 — NARRATIVES & COUNTER-NARRATIVES.**

- ▶ By 1:25 p.m. Monday, September 19  
Read: “Who is a Journalist”; “Atheist in the Foxhole.”  
Comment: On both readings.  
Contribute: The name of the news source you **mistrust** the most. Carefully explain *why*, with 1 specific example.
- ▶ In class Wednesday, September 21  
 Exercise: News entity analysis.  
 » **Assignment due! Media Fast paper (in class, on paper).**

« **Week 6** »

**APPLIED ETHICS — MAKING DECISIONS YOU CAN DEFEND.**

- ▶ By 1:25 p.m. Monday, September 26  
Read: “Buddhist\_Ethics”; “NPR Ethics Handbook / Social Media”  
Comment: On both readings.  
Contribute: An example of a specific ethical problem in social media and *why* it’s a problem.
- ▶ In class Wednesday, September 28  
 Exercise: Ethical guidelines for social media.  
 » **Assignment given: Ethical Process paper (due on October 26).**

« **Week 7** »

**No CLASS — GLEN AT CONFERENCE.**

- ▶ Work on your Ethical Process paper (due October 26).

« **Week 8** »

**No CLASS — FALL BREAK.**

## « Week 9 »

### **AUDIO — SCARY STORIES & PERSONAL VOICES.**

- ▶ By 1:25 p.m. Monday, October 17  
Read: Bueler, “The beauty of radio”; Campbell, Ch. 5, “Popular Radio.”  
Comment: On both readings.  
Contribute: The name of your favorite radio program or podcast—and why.
- ▶ In class Wednesday, October 19  
Exercise: We celebrate Halloween early.  
*(Hand back Media Fast papers.)*

## « Week 10 »

### **MUSIC — MECHANICAL, DIGITAL, AND STREAMING.**

- ▶ By 1:25 p.m. Monday, October 24  
Read: “Music\_Campbell”; “Taylor Strikes a Chord.”  
Comment: On both readings. *(Sorry if you’re not a Swiftie.)*  
Contribute: The *purpose* of your favorite playlist (e.g., wakeup, workout, commute).
- ▶ In class Wednesday, October 26  
Exercise: Music analysis.  
**»Assignment due! Ethical Process paper (in class, on paper).**

## « Week 11 »

### **TELEVISION — I LOVE LUCY & ORANGE IS THE NEW BLACK.**

- ▶ By 1:25 p.m. Monday, October 31  
Read: Campbell, Ch. 6, “Television and Cable”; “The\_Cable\_Boss.”  
Comment: On both readings.  
Contribute: The name of a TV show you watch while *not* multitasking—and why.
- ▶ In class Wednesday, November 2  
Exercise: TV pitch.

## « Week 12 »

### **PERSUASIVE COMMUNICATION — STRATEGIC COMMUNICATION AND ADVERTISING.**

- ▶ By 1:25 p.m. Monday, November 7  
Read: Guth and Marsh, Ch. 1, “What Is Public Relations?”; Biagi, Ch. 10, “Advertising.”  
Comment: On both readings.  
Contribute: An example of an ad you like (or hate)—and why.
- ▶ In class Wednesday, November 9  
 Discussion: The TARES test and advertising.  
Exercise: Public health ad campaign.

### « Week 13 »

#### **OUR ONLINE SELVES — PERSONALITIES, COMMUNITIES, AND DANGERS.**

- ▶ By 1:25 p.m. Monday, November 14  
**Read:** “Oversharing”; “How to Win Friends and Influence People.”  
**Comment:** On both readings. For “Oversharing,” do you see any ethical problems here?  
**Contribute:** At least 2-3 sentences answering this question: Is your online self different from your “real” self? Or are they the same? Why or why not?
- ▶ In class Wednesday, November 16  
 Discussion: What you pay for “free”; the dark side of social media.  
 » **Assignment given:** Case Study paper (*due December 7, the last day of class*).  
 (Hand back Ethical Process papers.)

### « Week 14 »

#### **PROPOSE YOUR CASE STUDY TOPIC — SEE MONDAY ASSIGNMENT.**

- ▶ By 1:25 p.m. Monday, November 21  
 Earn your weekly online participation points by writing a *detailed* paragraph about a topic for your Case Study (due December 9).  
*I will give you individual feedback on Canvas.*
- ▶ Wednesday, November 23  
**NO CLASS**—Prepare for my feedback on your Case Study topic and do the law readings for next week.  
*Note: You must read my feedback on Canvas before completing your Case Study.*

### « Week 15 »

#### **WHAT CAN WE (LEGALLY) DO? COPYRIGHT VS. CREATIVE COMMONS.**

- ▶ By 1:25 p.m. Monday, November 28  
**Read:** Pember and Calvert, *Media Law* (excerpt from Ch. 14, “Copyright”).  
**Watch:** “What is Creative Commons?” (3 mins. 0 sec.) embedded in this page:  
<https://creativecommons.org/share-your-work/>  
**Comment:** On the reading and the video.  
**Contribute:** An example of a great remix.
- ▶ In class Wednesday, November 30  
 Exercise: Where’s the line between sharing and piracy?

### « Week 16 »

#### **WHAT SHOULD WE (ETHICALLY) DO? PROFESSIONAL PRESSURES.**

- ▶ **No** Monday online work—Finish your Case Study.
- ▶ In class Wednesday, December 7  
 Exercise: Corporate secrets, strategic communication, and journalism.  
 » **Assignment due!** Case Study paper (*in class, on paper*).