

**MCOM 3318.001 – Media Law & Ethics**  
**Syllabus – Spring 2023**  
**RBN 2011 – Tuesday/Thursday 8:00 a.m. – 9:20 a.m.**

**I. Faculty Information**

A. Dr. Marsha Little Matthews

1. CAS 229
2. Office Hours: Tuesday/Thursday 11:00 a.m. - 12:30 p.m., and by appointment
3. Phone: 903-566-7099
4. E-mail: [mmathews@uttyler.edu](mailto:mmathews@uttyler.edu)

**II. Course Description**

- A. Media Law and Ethics includes the study of the major areas of media law, including the First Amendment, libel, privacy, regulation of broadcast media and advertising, and free press-fair trial.
- B. This course also looks at the ethical issues relating to mass media, including ethical foundations, censorship, conflict of interest, truth telling, institutional pressures, persuasion in advertising and public relations, social justice, privacy, and entertainment.

**III. Student Learning Outcomes**

A. Students will be able to:

1. Competency: Analysis & Systematic Inquiry
  - a) Demonstrate an understanding of the history and roles of professionals and institutions in shaping the field of mass and mediated communication.
  - b) Legal and Ethical Principles (Competency: Analysis & Systematic Inquiry)
    - (1) Demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism.
    - (2) Demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism.
    - (3) Distinguish between legal rules and ethical guidelines through readings, discussions, journal assignments, and other written assignments.
    - (4) Knowledgeable in the areas of law that apply to media and demonstrate this knowledge through written examinations and papers.
    - (5) Effectively analyze media issues for legal and ethical applications through readings, examinations, discussions, and written assignments.
    - (6) Apply critical thinking skills in class and group discussions and written assignments.

#### IV. Evaluation and Grade Calculation

Ethics Papers	30%
Exams & Quizzes	30%
Journal Assignments	25%
Class Participation, Activities, Misc. Assignments	<u>15%</u>
Total	100%

- A 90% or greater
- B 80-89%
- C 70-79%
- D 60-69%
- F below 60%

#### Course Requirements

##### A. Texts

Calvert, C. (2022). *Mass Media Law, 21st Edition*. Boston: McGraw-Hill Higher Education. (ISBN: 9781260514513)

Christians, C.G., et al (2020). *Media Ethics: Cases and Moral Reasoning, 11th Ed.* Boston, MA: Pearson Education. (ISBN: 978 0 367 24397 5)

##### B. Chapter quizzes on Canvas – Competency a & b

##### C. Exams (in-class) – Competency a & b

##### D. Four ethics position papers - Competency a & b2, b3, b5, b6

##### E. Journal Assignments – Competency a & b

##### F. Class participation, activities, attendance, & misc. (such as Cognitive Maps) – Competency a & b

##### G. Assignment Policy:

1. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, and textbook reading assignments.
2. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
3. Students must complete all assignments in order to pass the course. This does not mean that merely completing all assignments guarantees the student will pass the course.
4. Unless otherwise specified, assignments are due at the beginning of class.
5. ALL PAPERS MUST BE TYPED OR WORD-PROCESSED USING THE FORMAT REQUIRED FOR THE ASSIGNMENT.

##### H. **Late Assignments:** Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.

##### I. **Course Withdrawal:** The last date to withdraw from one or more classes is **March 23, 2023**.

##### J. **Final Examination Date:** **Tuesday, April 25, 2023, 8:00 a.m. – 10:00 a.m.** (subject to change when the University publishes the final exam schedule).

- K. **Attendance and Tardiness Policy:** Students are expected to attend class. **Four** absences are allowed – this includes illness, university-sponsored activities, etc. **A fifth absence will lower the final grade by 5 percentage points. A sixth absence will lower the grade by 10 percentage points.** See the current UT Tyler catalog for the university’s policy on student responsibility for missed classes and assignments. Be familiar with the university’s drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting. **Students over 15 minutes late are considered absent. If a student must be absent the day an exam is scheduled, he/she must notify the instructor before class time. No make-up tests will be allowed if the instructor is not given a legitimate excuse before the time of the exam or presentation.**
- L. **Electronic Devices:** Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your back pack during class.
- M. **Use of Computers in Class:** Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters. You may use a laptop computer or tablet only for taking class notes. If you use your laptop or tablet for any other purpose, I will require you to immediately close the computer or tablet.

## Course Schedule

(Subject to change.)

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
1	T	1/10/23		Read: Calvert Chp 1 - The American Legal System				<b>Calvert 1 COG Map - upload to Canvas by 8:00 a.m.</b>	<b>1/17/23</b>
					Read: Christians Introduction & Chp 1 - Institutional Pressures Watch Video after reading "Introduction" chapter - Potter Box Lecture Video - on Canvas Module Week 1			<b>Christians - Introduction, Chapter 1, and Potter Box Lecture video COG Maps - upload to Canvas by 8:00 a.m.</b>	<b>1/12/23</b>
	R	1/12/23	<b>Christians - Intro, Chp 1, Potter Box video - COG Maps - upload to Canvas by 8:00 a.m.</b>	Lecture Christians Potter Box - Using this to analyze cases and write ethics papers					

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
2	T	1/17/23	<b>Calvert 1 COG Map - upload to Canvas by 8:00 a.m.</b>	Lecture Calvert 1	Assign: Christians Chp 2 - Truthtelling & Chp 12 - Conflicting Loyalties and Cognitive Map (COG) for chp 2 & 12			<b>Christians COG Maps - upload to Canvas by 8:00 a.m.</b>	<b>1/19/23</b>
				Assign: Calvert Chp 2 - First Amendment: The Meaning of Freedom				<b>Calvert 2 COG Map - upload to Canvas by 8:00 a.m.</b>	<b>1/24/23</b>
						Assign Journaling groups Journal Entry #1 Topic - The meaning of freedom and the ethical concepts of truthtelling and conflicting loyalties within the context of journalism, public relations, advertising, and/or mass media.		Upload to Journal Entry #1 and your Group's Journal #1 Discussion on Canvas by 8:00 a.m.	<b>1/24/23</b>
					<b>All quizzes completed by 8:00 a.m. on due date.</b>			<b>Quizzes Calvert Chp 2 (3 quizzes)</b>	<b>1/24/23</b>

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
	R	1/19/23	<b>COG Map Due - Christians 2 &amp; 12</b>	Topic: Truth-telling & Conflicting Loyalties - How to analyze the cases for ethics paper #1	Assign: Christians <b>Chp 2 - Truth-telling</b> <i>Case 5: Obesity Epidemic</i> <i>Case 6: Al Jazeera English</i> <b>Chp. 12 - Conflicting Loyalties</b> <i>Case 50: Accelerating Recalls</i> <i>Case 55: Tragedy at the Mine</i>  Choose one of these cases for your ethics paper.	Assign: Ethics Paper #1		Ethics Paper #1 - Upload to Canvas	1/26/23
3	T	1/24/23	<b>Due Today - Journal Entry 1 - Upload to your Group's Journal Discussion on Canvas</b>	Topic: Calvert - 2 - First Amendment: The Meaning of Freedom			<b>Journal Groups must complete Journal Discussion in Canvas by Sunday, Jan. 29, 2023.</b>	<b>Journal #1 Discussion on Canvas Group Discussion - by 11:59 p.m.</b>	1/29/23

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
						Journal Entry #1 Retrospect Canvas Journal - Due MONDAY, 1/30/23	J-1 Retrospect Upload on Canvas	1/30/23
			<b>Calvert 2 COG Map - upload to Canvas by 8:00 a.m.</b>	Assign: Calvert Chp 3 - First Amendment: Contemporary Problems			<b>Calvert 3 COG Map - upload to Canvas by 8:00 a.m.</b>	1/31/23
			<b>Due: Quizzes - Calvert Chp 2 - by 8:00 a.m.</b>		<b>All quizzes completed by 8:00 a.m. on due date.</b>		<b>Online Quiz - Calvert Chp 3 - 4 quizzes</b>	1/31/23
	R 1/26/23		<b>Due - Ethics Paper #1 - upload Canvas by 8:00 a.m.</b>					

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
4	M	1/30/23	Journal Entry #1 Retrospect due - Upload Canvas						
	T	1/31/23	<b>Due: Quiz - Calvert Chp 3 - by 9:30a.m.</b>	Assign: Calvert Chp 4 - Libel: Establishing a Case	<b>All quizzes completed by 8:00 a.m. on due date.</b>			<b>Online Quiz - Calvert Chp 4</b>	<b>2/7/23</b>
			<b>Calvert 3 COG Map - upload to Canvas by 8:00 a.m.</b>					<b>Calvert 4 COG Map - upload to Canvas by 8:00 a.m.</b>	<b>2/7/23</b>
	R	2/2/23			Assign: Christians - Chp 4 - Social Justice and Chp. 8 - The Media are Commercial and <b>COG Maps</b>			<b>Christians - COG Map - upload to Canvas by 8:00 a.m.</b>	<b>2/9/23</b>
5	T	2/7/23	<b>Due: Quiz - Calvert Chp 4 - by 8:00 a.m.</b>	Lecture: Calvert 4 - Defamation: Establishing a Case					

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
		Calvert 4 COG Map - upload to Canvas by 8:00 a.m.					Calvert 5 COG Map - upload to Canvas by 8:00 a.m.	2/14/23
			Assign: Calvert Chp 5 - Libel: Proof of Fault	All quizzes completed by 8:00 a.m. on due date.			Online Quiz - Calvert Chp 5	2/14/23
					Assign Journal Entry #2  Topic - Ethical considerations and implications for practice for the media (journalism, public relations, advertising, and/or mass media) in the areas of social justice and/or commercialization.		J-2	2/21/23

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
	R	2/9/23	<b>Christians 4 &amp; 8 - COG Maps - upload to Canvas by 8:00 a.m.</b>		Assign: Christians <b>Chp 4 Social Justice</b> <i>Case 16 - "A Hidden America: Children of the Mountains"</i> <i>Case 18 - "Ten Weeks at Wounded Knee"</i> <b>Chp 8 The Media are Commercial</b> <i>Case 31: "Media Gatekeepers - Closing the Gate"</i> <i>Case 32: "The Spymaster's Car"</i>  Choose one of these cases for Ethics Paper #2	Assign: Ethics Paper #2		Ethics Paper #2 Upload to Canvas	2/21/23
6	T	2/14/23	<b>Due: Quiz - Calvert Chp 5 - by 8:00 a.m.</b>	Assign: Calvert Chp 6 - Defamation: Defenses & Damages	<b>All quizzes completed by 8:00 a.m. on due date.</b>			<b>Quiz - Calvert Chp 6 - by 8:00 a.m.</b>	<b>2/21/23</b>
			<b>Calvert 5 COG Map - upload to Canvas by 8:00 a.m.</b>					<b>Calvert 6 COG Map - upload to Canvas by 8:00 a.m.</b>	<b>2/21/23</b>
	R	2/16/23		Lecture continued					

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
7	T	2/21/23	Due Today - Journal Entry #2 by 8:00 a.m.				Journal Groups must complete Journal Discussion in Canvas by Sunday, 2/26/23, 11:59 p.m.	Journal #2 Discussion on Canvas Group Discussion - by 11:59 p.m.	2/26/23
			Due Today - Ethics Paper #2				Journal Entry #2 Retrospect	J-2 Retrospect - Upload to Canvas	2/27/23
			Due: Quiz - Calvert Chp 6 - by 9:30a.m.	Assign Calvert Chp 7 - Invasion of Privacy: Appropriation & Intrusion				Quiz - Calvert Chp 7 - by 8:00 a.m.	2/28/23
			Calvert 6 COG Map - upload to Canvas by 8:00 a.m.					Calvert 7 COG Map - upload to Canvas by 8:00 a.m.	2/28/23
	R	2/23/23			Exam 1 - Calvert Chapters 1-6; Christians Introduction, Chapters 1-2, 12				

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
8	M	2/27/23	J-2 Retrospect due - Canvas						
	T	2/28/23	<b>Due: Online Quiz - Calvert Chp 7 - by 8:00 a.m.</b>	Lecture Calvert 7					
			<b>Calvert 7 COG Map - upload to Canvas by 8:00 a.m.</b>						
	R	3/2/23		Assign: Calvert Chp 8 - Invasion of Privacy: Publication of Private Info & False Light				<b>Quiz - Calvert Chp 8 - by 8:00 a.m.</b>	<b>3/7/23</b>
								<b>Calvert 8 COG Map - upload to Canvas by 8:00 a.m.</b>	<b>3/7/23</b>

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
					Assign Journal Entry #3		J-3	3/9/23
					Topic - Discuss the ethical AND legal considerations and implications for practice for the media (journalism, public relations, advertising, and/or mass media) in the area of invasion of privacy. Be sure you clearly identify which are ethical issues and which are legal issues in your discussion.			
9	T	3/7/23	<b>Due: Online Quiz - Calvert Chp 8 - by 8:00 a.m.</b>	Lecture Calvert Chp 8 Invasion of Privacy				
					Christians 5 - Privacy and 7 - Advertising in an Image-Based Cultureand COG maps		<b>Christians 5 &amp; 7- COG Map - upload to Canvas by 8:00 a.m.</b>	<b>3/21/23</b>

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
			<b>Calvert 8 COG Map - upload to Canvas by 8:00 a.m.</b>						
	R	3/9/23	<b>Due Today - Journal Entry 3 by 8:00 a.m.</b>	Lecture Calvert Chp 8 Invasion of Privacy			<b>Journal Groups must complete Journal Discussion in Canvas by Sunday, 3/26/23 11:59 p.m.</b>	<b>Journal #3 Discussion on Canvas Group Discussion - by 11:59 p.m.</b>	<b>3/26/23</b>
							<b>Journal 3 Retrospect</b>	<b>J-3 Retro to Canvas</b>	<b>3/27/23</b>
<b>10</b>	<b>T</b>	3/14/23	<b>Spring Break</b>	Assign: Calvert Chp 9 - Gathering Info: Records & Meetings and Chp 10 - Protection of News Sources/Contempt Power				<b>Online Quiz - Calvert Chp 9 &amp; 10 - by 11:59 p.m. a.m. on Monday 3/20/23.</b>	<b>3/20/23</b>
	R	3/16/23	<b>Spring Break</b>						
<b>11</b>	<b>M</b>	3/20/23	<b>Online Quiz - Calvert Chp 9 &amp; 10 - by 8:00 a.m.</b>						

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
	T 3/21/23	<b>Christians 5 &amp; 7 COG Map - upload to Canvas by 8:00 a.m.</b>	Lecture Christians 5 & 7 and how to analyze cases for ethics paper #3	Assign: Christians Chp 5, 7 p. 153 - Case 21: "Facebook - Cambridge Analytica Scandal"PDF in Canvas - "Dead Body Photo"p 204 - Case 27: "Altering Images: Attaining the Unattainable"p. 208 - Case 28: "Stereotyping Disability"Choose one of these cases for Ethics Paper #3.	Assign: Ethics Paper #3		Ethics Paper #3	3/28/23
	R 3/23/23		Assign: Calvert Chp 11 - Free Press/Fair Trial: Trial Level Remedies and COG Map				Online Quiz - Calvert Chp 11 - by 8:00 a.m. on due date	3/28/23
							<b>Calvert 11 - COG Map - upload to Canvas by 8:00 a.m.</b>	3/28/23
12	M 3/27/23	<b>Journal Entry #3 Retrospect due - Canvas</b>						

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
	T 3/28/23	Due Today - Ethics Paper #3	Lecture: Calvert Chp 11	Journal Groups must complete Journal Discussion in Canvas by 11:59 p.m., Sunday, 4/17/222.	Assign: Ethics Paper #4		Ethics paper #4	4/4/23
		Due: Online Quiz - Calvert Chp 11 - by 8:00 a.m.						
		Calvert 11 - COG Map - upload to Canvas by 8:00 a.m.						
	R 3/30/23		Assign: Calvert Chp 12 - Free Press/Fair Trial: Closed Judicial Proceedings	Exam #2 Calvert 7-11; Christians 5, 7, 14, 17			Online Quiz - Calvert Chp 12 - by 8:00 a.m. on due date	4/4/23
							Calvert 12 - COG Map - upload to Canvas by 8:00 a.m.	4/4/23

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
13	T	4/4/23	<b>Due: Quiz Calvert Chp 12 - by 8:00 a.m.</b>	Lecture Calvert 12			Assign Journal Entry #4  Topic - Ethical considerations and implications for practice for the media (journalism, public relations, advertising, and/or mass media) in the areas of censorship and violence.		4/11/23
			<b>Calvert 12 - COG Map - upload to Canvas by 8:00 a.m.</b>	Assign: Calvert Chp 13 - Regulation of Obscene & Other Erotic Material & COG Map				<b>Quiz - Calvert Chp 13-</b>	<b>4/11/23</b>
			<b>Due Today - Ethics Paper #4</b>					<b>Calvert 13 - COG Map - upload to Canvas by 8:00 a.m.</b>	<b>4/11/23</b>
	R	4/6/23		Lecture Calvert Chp 12					
14	T	4/11/23	<b>Due Today - Journal Entry 4</b>	Lecture Calvert Chp 13					

Week	Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
		Quiz - Calvert Chp 13 - by 8:00 a.m.				Journal Groups must complete Journal Discussion in Canvas by 11:59 p.m., Sunday, 4/17/22	Journal #4 Discussion on Canvas Group Discussion - by 11:59 p.m.	4/16/23
		Calvert 13 - COG Map - upload to Canvas by 8:00 a.m.				Journal Entry #4 Retrospect	J-4 Retrospect	4/17/23
	R	4/13/23		Assign: Calvert Chp 14 - Copyright & COG Map			Quiz - Calvert Chp 14	4/18/23
							Calvert 14 - COG Map - upload to Canvas by 8:00 a.m.	4/18/23
15	M	4/17/23	J-4 Retrospect Due - Canvas					
	T	4/18/23	Due: Quiz - Calvert Chp 14 - by 8:00 a.m.	Lecture Calvert 14				

Week		Date	Due Today	Calvert "Mass Media Law"	Christians "Media Ethics: Cases & Moral Reasoning"	Ethics Papers	Journal Assignments	Tests - Journals - Ethics Papers	Due
			Calvert 14 - COG Map - upload to Canvas by 8:00 a.m.						
	R	4/20/23							
Finals	T	4/25/23		Final Exam - 8:00-10:00 a.m. Calvert Chp 12- 15					