

COMM 402: Communication Ethics
Summer 2014
Dr. Leanne M. Bell McManus
Stevenson University

TEXTBOOK:

Arnett, R. C., Fritz, J. H., & Bell, L. M. (2009). *Communication ethics literacy: Dialogue and difference*. Thousand Oaks, CA: Sage.

COURSE PURPOSE AND LEARNING OUTCOMES:

The purpose of this course is to introduce you to the field of communication ethics. In contemporary terms, our task is to invite a “civilization of dialogue.” Civilized dialogue emerges from the dialectic of freedom and restraint. Communication ethics rests in the juncture of philosophy of communication and applied communication. It is through this juncture you will learn to understand the “why” and “how” of our everyday interactions with others.

- To describe the importance of ethical communication;
- To identify the difference between public and private communication;
- To recognize the influence of ethnicity and culture in effective communication;
- To synthesize the literature on communication ethics literacy

COURSE REQUIREMENTS:

Discussion Board Requirements

DB Post 1: Name Introduction (5pts)

On the discussion board use the letters of your name to introduce yourself to the class.
For example: Leanne

L-loves learning

E-excited about teaching this class

E-enjoys going to the beach

A-actively engaged in various writing projects

N-needs lots of sleep to prepare for the fall semester

N-never been to Alaska but would like to go someday soon

E-eager to go on vacation

DB Post 2: Defining communication ethics (5pts)

In one sentence create your own definition of communication ethics?

DB Post 3: What other books or movies could be used instead of Les Miserables? (10pts)

List 3 books or movies and then give a minimum of a 50 word rationale for the book or movie being used in a communication ethics course.

DB Post 4: Relationship to your life (10 pts)

In a minimum of a 150 words answer the question: How does this course relate to your life?

DB Post 5 (20pts)

Hot Topic Questions (You must read all the articles and answer all the questions)

Read the articles posted by your fellow classmates and respond to their question in a minimum of 50 words.

DB Post 6 (20 pts)

Hot Topic Questions (You must read all the articles and answer all the questions)

Read the articles posted by your fellow classmates and respond to their question in a minimum of 50 words.

DB Post 7 (20 pts)

Hot Topic Questions (You must read all the articles and answer all the questions)

Read the articles posted by your fellow classmates and respond to their question in a minimum of 50 words.

DB Post 8 Group 1-3 (30pts)

Hot Topic- You will lead the discussion board with a topic that has ethical implication for everyone involved

- Post an article for the class to read
- Create one discussion questions for your fellow classmates to answer
- Answer your own discussion question
- Respond to your fellow classmates

DB Post 9: How has your definition of communication ethics changed?

In a minimum of a 150 words answer the question: Since the first day of class, how has your definition of communication ethics changed?

Paper Requirements

Les Miserable Paper Requirements (25pts)

After viewing the movie Les Miserables answer the following question: How can Les Miserables be used as a literary case study for communication ethics?

- One to Two pages
- Use specific examples or scenes from the movie to answer the question

Approaches Paper Requirements (50pts)

Using the approaches to communication ethics (found in chapter 3) create a story that uses all six approaches (see pg 56 for an example).

- Two to three pages
- Must use all 6 communication ethics approaches from the book
- **Boldface** all 6 communication ethics approaches as you use them in your paper

Applied Paper Requirements (75pts)

Using examples from your life, from society, or from the textbook discuss how the metaphors in this class can act as a road map for decision making in your everyday actions.

- Three to four pages
- Must use at least 7 communication ethics metaphors from the book and/or the instructors power point materials
- **Boldface** all metaphors as you use them in your paper

Final Paper Requirements (100pts)

You are a guest speaker to incoming freshmen at Stevenson University. Explain the importance of Communication Ethics in a postmodern culture to this group in such a way that it is understandable and holds interest.

You will need to provide:

- Five to Six pages
- Must use at least 15 communication ethics metaphors from the book and the instructors lecture material
- **Boldface** all metaphors as you use them in your paper

Quizzes

You will have an opportunity to share your knowledge about communication ethics and your ability to apply this knowledge in your everyday life experiences. Typically quizzes consist of some (or all) of the following: multiple choice and true/false.

TENTATIVE SCHEDULE

Week	Topics Covered	Assigned Readings & Power point Slides	*Exercise/Activities (see explanation below)	Assessment	Terminal Learning Objectives
1	<p>Introductions</p> <p>Why is (CE) important?</p>	<p>Watch Movie Les Miserables</p> <p>Preface of the Text Chp 1</p>	<p>Les Miserables Paper</p> <p>DB Post 1: Name Introduction</p> <p>DB Post 2: In one sentence tell me how you would define communication ethics (CE)?</p> <p>DB Post 3: What other books or movies could be used instead of Les Miserables?</p>	<p>Paper</p> <p>3 DB Posts</p> <p>Quiz</p>	<p>To indicate who is in your class</p> <p>To recognize why communication ethics is important.</p>
2	<p>Why should we study CE?</p> <p>What is CE?</p>	<p>Chapters 2 & 3</p> <p>Power point slides 2 & 3</p>	<p>DB Post 4: How does this course relate to your life?</p>	<p>DB Post</p> <p>Quiz</p>	<p>To compose an argument for why one should study communication ethics.</p>
3	<p>What approaches exist in studying CE?</p> <p>Why theory?</p>	<p>Chapters 4</p> <p>Power point slides 4</p>	<p>Approach Paper</p>	<p>Paper</p> <p>Quiz</p>	<p>To define various approaches to communication ethics through an applied research paper.</p>
4	<p>What is dialogic ethics?</p>	<p>Chapters 5</p> <p>Power point slide 5</p>	<p>Applying CE paper</p>	<p>Paper</p> <p>Quiz</p>	<p>To locate various metaphors throughout all five chapters and apply them to a situation.</p>
5	<p>What is public discourse ethics?</p> <p>What is interpersonal CE?</p>	<p>Chapters 6 & 7</p> <p>Power point slides 6 & 7</p>	<p>Hot Topics: Group 1</p> <p>DB Post 5: Answer fellow classmates questions</p>	<p>Group 1 Hot Topic</p> <p>DB Post</p> <p>Quiz</p>	<p>To define public discourse and interpersonal communication ethics.</p>
6	<p>What is organizational CE?</p> <p>What is intercultural CE?</p>	<p>Chapters 8 & 9</p> <p>Power point slides 8 & 9</p>	<p>Hot Topics: Group 2</p> <p>DB Post 6: Answer fellow classmates questions</p>	<p>Group 2 Hot Topic</p> <p>DB Post</p> <p>Quiz</p>	<p>To define organizational and intercultural communication ethics.</p>
7	<p>What is business and profession CE?</p>	<p>Chapters 10 & 11</p>	<p>Hot Topics: Group 3</p>	<p>Group 3 Hot Topic</p>	<p>To define business and profession and health care communication ethics.</p>

	What is health care CE?	Power point Slides 10 & 11	DB Post 7: Answer fellow classmates questions	DB Post Quiz	
8	What is CE literacy and how does it relate to difference?	Chapter 12	Final Paper DB Post 9: How has your definition of communication ethics changed?	Paper Quiz	To define communication ethics literacy in an age of difference.