

Course title	Communication Ethics
Credits	6 ECTS
University	UCM
Language of the course	English
Learning outcomes	<p>LO1. understand the different disciplinary approaches to European Studies, including the way in which the different disciplines interact and enrich each other, so that they can grasp the richness of disciplinary perspectives on Europe and reflect on the added-value of multidisciplinary knowledge to understand Europe.</p> <p>LO4. be able to grasp the need for a general knowledge of different conceptual, theoretical and methodological perspectives to analyze and understand the European Union, and consequently:</p> <ul style="list-style-type: none"> • use various conceptual frames, theoretical approaches and methodological tools, that attempt to provide answers to the fundamental and practical questions that the European project is confronted with; • utilize means of comparison to answer to which degree similarities and differences across Europe exist, and how they define Europe at large; <p>LO6 Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice. Being immersed in a multi-disciplinary, multi-multilingual and multi-cultural study environment at different universities allows all students to sharpen their skills to combine intra-European mobility with their study-related workload in a structured and effective manner on a daily basis; to understand and communicate issues from and across different cultural, European and international perspectives; to process knowledge and information in a timely, accurate, and efficient way and to seek solutions with student peers across cultural and linguistic boundaries throughout their studies.</p>
Course objectives	<ul style="list-style-type: none"> · Understand the meaning of the professional Ethics and Deontology. · Critically explore Ethics and Deontology in all fields of Advertising, Public Relations and Journalism. · Increase understanding of the profession: what, why, what for and all its limits. · Allow students to build a properly trained professional conscience, in the reflection, knowledge and resolution of ethical, moral or political conflicts that the exercise of their activity raises. · Analyze the different mechanisms and instruments of self- regulation. · Understand and internalize the close relationship between professional quality and ethics. · Analyze current and previous European directives and laws on Ethics and Deontology. · Deepening the ethics of the profession with practical cases. · Ethical and deontological case studies in line with professional reality.

Content	<ol style="list-style-type: none"> 1. Theoretical framework. Preliminary aspects. Analysis of fundamental questions and basic concepts of General Ethics. 2. Ethics, self-regulation and commercial communication. Ethics, advertising and public relations: gender ethics, diversity, human rights, climate change. 3. Deontology and self-regulatory bodies. Characteristics and aims of the various mechanisms of a self-regulation systems to achieve a responsible performance of these communication activities. 4. Ethical conflicts in advertising and public relations. 5. Ethics and communication: data protection in online advertising, artificial intelligence and information; critical study of new phenomena of digital communication.
Work format(s)	Teaching will consist of a combination of formats: lectures, workshops, case studies, monitoring.
Manner of assessment	60% Exams, classroom activity and tests. 30% Student practices. 10% Extra-class activities.
Literature (required/recommended)	<p>GRUBENMANN S, RIMSCHA MB, SIEGERT G, eds. (2017): Commercial Communication in the Digital Age Information or Disinformation? Berlin: De Gruyter Mouton; doi:10.1515/9783110416794.</p> <p>WARD, Stephen J. A. (ed.): Global Media Ethics. Wiley-Blackwell Publishing, Oxford, 2013.</p> <p>CHRISTIANS, C. G. (2012). Media ethics: cases and moral reasoning (9th ed.). Allyn & Bacon.</p>