SYLLABUS
REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Contemporary Media & Social Media Ethics
Course/Module code *	K5
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	dr Paweł Balcerak
Course instructor	dr Paweł Balcerak

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
2	15							1

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass without a grade

2. PREREQUISITES

none

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	The aim of the course is to familiarise students with the principles and norms of ethical communication and ethical communication behaviour in mass and social media communication.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The graduate knows and understands the ethical principles that should guide the work of the media and social communicators;	K_W06
LO_02	Graduates are prepared to critically evaluate their communication practices and are willing to work towards improving the quality of their communication as well as that of others.	K_K06

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

1. Introduction to mass communication ethics.
2. Main axiological postulates towards communication.
3. The principle of charity and conversational maxims as methods to increase communication reliability.
4. Main perspectives in the ethical discourse.
5. Problems related to the axiology of communication:
  - truthfulness and effectiveness;
  - freedom, justice, security;
  - honesty, caring, empathy and respect.
6. Strategies for social and institutional control of communication.
7. Policies, economies, communication technologies, their impact on practice of mass communication.

B. Classes, laboratories, seminars, practical classes

Content outline

3.4. Methods of Instruction

Problem-solving lecture, a lecture supported by a multimedia presentation

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	TEST	LECTURES
LO-02	OBSERVATION DURING CLASSES (END OF LECTURE DISCUSSION)	LECTURES

4.2 Course assessment criteria

To pass the course, a student must obtain at least 60% of the possible points on the final test. The test consists of 20 multiple-choice questions and covers topics discussed during the lecture.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	15
Other contact hours involving the teacher (consultation hours, examinations)	3
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	7
Total number of hours	25
Total number of ECTS credits	1

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature:
  Yves Winkin, 1996, Anthropology of Communication, from theory to Land.
  Paul Grice, 1991, Studies in the way of words.
  John Langshaw Austin, 1975, How to Do Things with Words.
  Steven M. Cahn, 2009, Exploring Ethics.

Complementary literature:
  Kenneth E Anderson, 1984, Communication Ethics: The Non Participant's Role, „The Southern Speech Communication Journal", 44.
  Roland Arnett, 1990, The Practical Philosophy of Communication Ethics and Free Speech as the Foundation for Speech Communication, „Communication Quarterly", 38
  John Condon, 1981, Values and Ethics in Communication Across Cultures: Some Notes on the North American Case, „Communication", 6
  Jonathan Haidt, 2022, Why the Past 10 Years of American Life Have Been Uniquely Stupid, "The Atlantic", https://www.theatlantic.com/magazine/archive/2022/05/social-media-democracy-trust-babel/629369/.

Approved by the Head of the Department or an authorised person