

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM200	Philosophical Communication and Media Ethics II	4	2	0	0	2	4
Prerequisites	COM237 - FELSEFİ İLETİŞİM VE MEDYA ETİĞİ I						
Admission Requirements	COM237 - FELSEFİ İLETİŞİM VE MEDYA ETİĞİ I						
Language of Instruction	Turkish						
Course Type	Compulsory						
Course Level	Bachelor Degree						
Objective	<p>The aim of this course is to enable communication faculty students to use the concepts they employ in the field of media accurately, appropriately, and consciously on a philosophical and ethical basis, and to contribute to their development as media professionals who are able to recognize ethical issues encountered in various fields such as journalism, radio, television, cinema, advertising, public relations, and digital media, analyze these issues through critical thinking skills, and develop solutions grounded in ethical reasoning. The course seeks to encourage students to approach ethical principles not merely as normative rules, but within the framework of social responsibility, human dignity, public interest, and the ethics of care; to establish connections between theory and practice by critically examining media productions from an ethical perspective; and to design alternative and ethically grounded media practices.</p>						
Content	<p>This course is structured as a two-semester program that approaches the field of communication and media from a philosophical perspective and aims to relate the fundamental concepts and approaches of ethical thinking to media practices. In the first phase of the course, key concepts such as ethics, morality, responsibility, public interest, privacy, representation, critical thinking, and logical fallacies are discussed within the framework of philosophical communication; the relationship between language, power, and media is examined through theoretical texts and illustrative examples. In the second phase, professional ethics principles specific to journalism, radio, television, cinema, advertising, public relations, and digital media are addressed through national and international ethical codes as well as contemporary media cases. The course is supported by applied studies focusing on the identification and analysis of ethical dilemmas and the development of possible solutions; throughout the semester, students gain experience in developing ethically grounded alternative media practices by linking theoretical knowledge with concrete media productions through ongoing media observation and critique activities.</p> <p>Alankuş, S. (Ed.). (2007). Medyada etik. IPS İletişim Vakfı Yayınları.</p> <p>Arendt, H. (1958). The human condition. University of Chicago Press.</p> <p>Arendt, H. (1983). Condition de l'homme moderne (G. Fradier, Trans.). Calmann-Lévy. (Original work published 1958)</p> <p>BBC. (2023). Editorial guidelines. <a href="https://www.bbc.com/editorialguidelines">https://www.bbc.com/editorialguidelines</a></p> <p>Bourdieu, P. (1996). Sur la télévision. Liber-Raisons d'agir.</p> <p>Bowen, S. A. (2007). Ethics and public relations. Institute for Public Relations. <a href="https://instituteforpr.org">https://instituteforpr.org</a></p> <p>Cardon, D. (2015). À quoi rêvent les algorithmes. Seuil.</p> <p>Center for Media Engagement. (2023). Media ethics resources. University of Texas at Austin. <a href="https://mediaengagement.org">https://mediaengagement.org</a></p> <p>Christians, C. G., Fackler, M., Richardson, K. B., Kreshel, P. J., &amp; Woods, R. H. (2016). Media ethics: Cases and moral reasoning (10th ed.). Routledge.</p> <p>Comu, D. (2009). Journalisme et vérité: Pour une éthique de l'information. Labor et Fides.</p> <p>Drumwright, M. E., &amp; Murphy, P. E. (2009). Advertising ethics: Moral reasoning by practitioners. Pearson.</p> <p>Dursun, Ç. (2010). Haberde gerçeklik ve etik. İmge Kitabevi.</p> <p>Floridi, L. (2013). The ethics of information. Oxford University Press.</p> <p>Gillespie, T. (2018). Custodians of the internet: Platforms, content moderation, and the hidden decisions that shape social media. Yale University Press.</p>						

## References

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- Suner, A. (2015). *Hayalet ev: Yeni Türk sinemasında aidiyet, kimlik ve bellek*. Metis Yayınları.
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- Ward, S. J. A. (2019). *Disrupting journalism ethics*. Routledge.
- World Health Organization. (2022). *Ethics in science communication*. <https://www.who.int>
- Zuboff, S. (2019). *The age of surveillance capitalism*. PublicAffairs.

## Theory Topics

Week	Weekly Contents
1	Introduction to the course structure and discussion of key concepts: from ethics to professional ethics
2	A critical examination of professional codes developed in the field of media ethics (1): Journalism ethics – codes; journalism ethics – critical reading
3	A critical examination of professional codes developed in the field of media ethics (2): Radio and television ethics

Week	Weekly Contents
4	A critical examination of professional codes developed in the field of media ethics (3): Cinema and documentary ethics
5	A critical examination of professional codes developed in the field of media ethics (4): Advertising ethics
6	A critical examination of professional codes developed in the field of media ethics (5): Public relations ethics
7	Midterm week
8	Digital media and online broadcasting
9	Artificial intelligence and media ethics
10	Ethical dilemma analysis – decision-making models
11	Field-specific workshop – drafting content in accordance with ethical principles
12	Ethical production
13	Final project presentations
14	Evaluation