Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM431	Communication Ethics	7	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	French
Course Type	Compulsory
Course Level	Bachelor Degree
Objective	At the end of this course, the student will have knowledge of theoretical approaches in ethics, will be able to make ethical decisions and will be able to assess conflicts in different areas of communication.
Content	Basic theories of ethics Discussion of theories through various questions and examples Ethical decision models and checklists Knowledge and discussion of conflicting issues in various areas of communication Knowledge of the ethics of the discussion
References	Ethique, morale et déontologie - Alexandre Jaunait Media and Professionalism - Tom Bovins (p. 74-114) Screenwriting with a Conscience - Marilyn Beker (p. 109-120) Ethique de la communication - Gilles le Cardinal "Be a Bully to Beat a Bully": Twitter Ethics, Online Identity, and the Culture of Quick Revenge – Scott R. Stroud Questions et théories en éthique des relations publiques – James E. Grunig Journalism Ethics Revisited: A Comparison of Ethics Codes in Europe, North Africa, the Middle East, and Muslim Asia – Kai Hafez Documentary-for-the-Other: Relationships, Ethics and (Observational) Documentary – Kate Nash La publicité éthique est-elle le futur de la publicité ? https://visionarymarketing.com/blog/2018/09/publicite-ethique/ De l'expérience éthique à une éthique de la discussion – Paul Ladrière Ethique de la discussion chez Habermas (L'éthique habermassien de la discussion, p. 35-59)

Theory Topics

Week	Weekly Contents
1	Introduction to fundamental concepts
2	Kantian ethical approach
3	Utilitarianism
4	Communication ethics
5	Discourse ethics
6	National holiday
7	Exam
8	Discourse ethics
9	Discourse ethics
10	Discourse ethics
11	Public sphere
12	Public sphere
13	Public sphere
14	Public sphere