



Department of Communication and Theatre
COMM 5710.W02, Ethics in a Changing
Environment (3)
D2L Web Course
Dr. Frank E. Parcels, Instructor
Summer 2010 - 8-Week Session

Course Syllabus

Course Description

This course explores ethical challenges within the context of new technologies and media. Topics covered include codes of ethics, forces that affect ethical decision-making and media responsibility.

Course Objectives

- to acquaint students with ethical standards applied to the field of communication.
- to provide students with a historical foundation of ethics through a review of major philosophical contributors.
- to place modern ethical standards into a perspective of personal, professional, corporate, media, and public contexts.
- to differentiate clearly between ethical standards and government regulations.
- to explore social responsibility and its ethical meaning for corporate America today.
- to help students develop their own ethical beliefs, values, and attitudes.

Course Required Textbooks

Day, L. A. (2006). *Ethics in Media Communication: Cases and Controversies* (5th ed.). Boston, MA: Wadsworth/Thomson Learning. ISBN # 0 - 534 - 83714 - 0

Communication Quarterly Researcher. (2010). *Issues for Debate in Corporate Social Responsibility: Selections From CQ Researcher*. Thousand Oaks, CA: Sage. ISBN # 978 - 1 - 4129 - 7756 - 2

Course Instructor and Contact Information

Name: Professor Frank E. Parcels, Ph. D.

Address: Austin Peay State University

P. O. Box 4446 / MMC 327-A

Clarksville, TN 37044

Phone: (931) 221.6308

Fax: (931) 221.6307

Email: ParcelsF@APSU.edu - Please use only this email address for instructor contact. You will typically receive a response within 24 hours of Dr. Parcels receipt of your email message.

Dr. Parcels' Student Website: DrParcells.org/

Communication Department Website: COMM.APSU.edu/

Corporate Communication MA Website: CCMA.APSU.edu/

Office Hours: Virtual Office Hours for Summer 2010. Contact Dr. Parcels by email or leave a telephone message on his APSU line. Face-to-face appointments in the office are made on an

individual basis. Most contact will occur via email or return telephone call, if deemed necessary.

Course Evaluation

This course employs self, peer, and instructor evaluation when determining grades for the participation and projects. Written assignments are graded by the instructor taking into account the use of *APA Publication Manual* (5th ed.) writing style, use of the English language, content information, organization, and depth of resources cited in the paper.

Grading Scale

Grade	Definition	Point Span	Percentage
A	Superior	1350 to 1500	90 to 100%
B	Very Good	1200 to 1349	80 to 89%
C	Good	1050 to 1199	70 to 79%
D	Unacceptable	900 to 1049	60 to 69%
F	Unacceptable	899 to 0	59 to 0%

Course Ground Rules

- *Regular and consistent participation in class is required.*
- *No foul or abusive language will be tolerated.*
- *No bias or prejudice of any type is appropriate in the classroom. This includes racial, ethnic, language, sexual, age, or other types of discrimination.*
- *Students are expected to communicate with other students in group projects. This MANDATES sharing of telephone numbers and or email addresses and responses to peer student email messages in a timely fashion.*
- *Students are expected to keep abreast of course announcements, examination dates, and due dates for assignments.*
- *Please use your assigned university email account and address as opposed to other personal email accounts and addresses,*
- *Please contact Dr. Parcels at his APSU Faculty Email Account (ParcellsF@APSU.edu) rather than employing the D2L internal email account to contact him.*
- *Report technical problems immediately to your instructor Dr. Parcels at ParcellsF@APSU.edu and the APSU Help Desk at HelpDesk@APSU.edu.*

Course Communication Guidelines

- *Plan what you want to say carefully.*
- *Proof read all of your submissions and postings; if possible, have a friend or family member also proof read.*
- *Always use spell check in your word processing program before turning in papers or posting to the discussion board.*
- *Use standard fonts in 12 point.*
- *Avoid boldface lettering.*
- *When using email, avoid using all capital letters as it is the same as shouting in person.*
- *Respect the privacy of others.*
- *Do not make insulting or inflammatory statements to other members of the class or group. Be respectful of other's ideas.*
- *Be cooperative with peer group members in completing tasks. in group projects.*

- *Be positive and constructive in group discussions.*
- *Respond in a thoughtful and timely manner.*
- *Be constructive in your comments and suggestions.*

Library Services

Check the APSU Woodward Library Resources by clicking [here](#), and the Woodward Library Communication Resources by clicking [here](#).

Help Desk

For online technical problems with this APSU BlackBoard please call the APSU Help Desk @ (931) 221-4357 or by email HelpDesk@APSU.edu.

D2L Assistance

Call (931) 221.6625 from 8 AM to 4:30 PM weekdays, whenever the university is open.

Students with Disabilities

Any student who has a disability that may affect his/her academic performance in this course is encouraged to make an appointment with me by email at ParcellsF@APSU.edu to discuss this matter, or you may contact Disability Services: telephone (931) 221-6230 or for tty call (931) 221-6278.

Course Syllabus Changes

The syllabus is subject to change at any time for any reason of consequence to students and/or instructor. In case of syllabus changes, all students will be notified through their My.APSU.edu email accounts. Students are expected to check their D2L email accounts on a regular basis for messages of importance concerning this online course and its contents.