

# Kabi Jagadram Roy Government General Degree College, Mejia, Bankura

## Department of Philosophy

(In association with IQAC)

Offer

*Certificate Course*

On

**“MEDIA ETHICS”**

2022-23 (Winter Recess)



**Course objective:** To enable the students to understand the nature, evolution, and importance of various media and why ethics and ethical principles will need to regulate this gigantic power for the overall development of a healthy society.

**Course outcome:** After completing this course, the students will understand the enormous power and impact of the media. They will also understand that the modern world is like a big family, connected with each other through various forms of media. Family members may have different activities, roles, opinions, and occupations, but all members must follow some standard rules for overall development, peace, and tranquility. Ethical codes and principles have similar roles in media. This course will help them understand why ethics, ethical values, and principles are essential in the media field, which will eventually keep them away from misusing this gigantic power.

**Participants:** Undergraduate students from all the departments are welcome!

**Course duration:** (30 hours) Winter Recess, 2022

**Patron:** Prof. Alope Kumar Das (Officer-in-Charge) &  
Dr. Aresh Kumar Maji (IQAC Coordinator)

**Faculty Requirement:** Internal (Department of Philosophy)  
Dr. Arpita Chauni (HOD, Philosophy & Course-coordinator)  
Dr. Siba Prasad Choudhury (Joint coordinator)  
Mr. Wriltick Bhattacharya (Member)

**Course fee:** NIL

**Intake Capacity:** 25

**Assessment process:** Attendance (In-class participation) (10marks)  
Written Exam (MCQ) (40marks)  
Total Marks: 50

**Grading**

Attendance (%)	Marks	Total % of marks obtained in written exam	Grade
90 & above	10	80 & above	A+
80-89	07	60-79	A
70-79	05	40-59	B+
60-69	03	30-39	B
Less than 60	02	Less than 30	C

## **COURSE CONTENT**

### **Module No. 1: Concept & Philosophical foundation of Communication**

Understanding the concept of communication, evolution of communication, philosophical foundation of communication in ancient India.

### **Module No. 2: Definition, nature, and sphere of ethics**

History or development of ethics, definition and nature of ethics, sphere of ethics, ethics: theory and practice.

### **Module No. 3: What is media ethics**

Definition and sphere of media ethics, how media evolved through time.

### **Module No. 4: Five fundamental values of media**

Honesty, Truth, Independence, Fairness, and Objectivity.

### **Module No. 5: Importance of media and media professionals**

Importance and impact of media and media professional from social & ethical perspective.

### **Module No. 6: Forms of media**

Print media, Electronic media and Internet.

### **Module No. 7: Ethical theories and their implementation to media**

Virtue theory, Kantian theory and Consequential theory and their probable implementation in media ethics.

### **Module No. 8: Why ethics is important in the field of media**

Some basic ethical norms or code of conduct of media, five key components of media, why ethics need to incorporate in the field of media.

