MEJO 141 Media Ethics
Personal Code of Ethics Assignment

Due by 9 a.m. July 26 | 25% of course grade

For this assignment, you will write a personal code of ethics for an ideal media- or communication-related job you would like to hold in 10 years. You will then apply that ethics code to a hypothetical media or communication-related ethical dilemma you encounter in your job.

The assignment should not exceed 10 double-spaced pages (12-point type) and should include the following elements:

1. At least 150 words describing your ideal media or communication-related job.

2. *A detailed code of ethics addressing all (or at least most) of the major ethical issues likely to be faced by someone in this position. For guidance, look to the codes of ethics we've discussed in class or examples on Sakai. Look for ones most related to your chosen job; you may also want to search for other ethics codes that are more appropriate for the specific position you've described. Be sure to include information about which ethics codes you used as guidance. Approximately 2-3 pages*

3. *A detailed hypothetical case study involving an ethical situation likely to arise in this position. Be sure to include yourself in the dilemma; this project involves YOU coming up with a solution to an ethical dilemma you might face in a future job.*
   Approximately 1-2 pages

4. *An explanation of how someone in this job (in this case, you!) would use your code of ethics and the various ethical philosophies we've discussed in class to determine the correct course of action for this hypothetical situation. The appropriateness of alternative actions should be addressed in this section.*
   Approximately 3-4 pages

Upload your paper in the Assignments section of Sakai no later than 9 a.m. on June 26.

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Additional Guidance and Grading Rubric

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A few more notes on your paper assignment are offered below. These are just highlights; refer to your syllabus/the provided assignment sheet for all specifications for the assignment.

- There is no minimum page count; it's more important that you address all the requirements of the assignment. Your paper should be no more than 10 pages.

- This is a class in the media and journalism school, so it needs to be about media. That means the job you select needs to be something you would expect to take after a media education, but it doesn't mean your paper can't speak to your other interests. If you're a business major with a focus on finance, maybe your job would be a public relations manager for a bank. If you're in the medical field, perhaps you would select a medical reporter for a news organization. If you're pre-law, consider a hypothetical where you work for one of the several First Amendment organizations.

- Citations are crucial. There's no specific style that you must follow, but you should reference the material from the class. In the case where you're quoting the textbook, I'm expecting a page number. In the case where you're talking about an idea from a philosopher, philosophy, decision-making model, etc., I want to see the person's/group's/ethical framework's/model's name.

- The most successful papers are those that incorporate evidence of the material in class and your own perspectives on the topics, but that doesn't mean it is an opinion piece. I'm looking for perspectives backed by evidence. Remember that "I think," "I feel," and "I believe" are not evidence-based statements.

Grading Rubric

- **Ethics Code (30 points)**
  - o Is your ethics code thorough and tailored to your specific job?
  - o Does it address the major ethical dilemmas likely to be faced in your job?
  - o Does it give examples of behavior that is and isn't appropriate?
  - o Do you credit existing ethics codes you used in creating your own code?

- **Ethical Dilemma (25 points)**
  - o Does it address a communication-related situation that raises significant ethical concerns?
  - o Is it realistic? Is it unique?
  - o Does it contain enough detail to understand the situation and be able to determine possible solutions?

- **Solution (30 points)**
  - o Does your solution thoroughly and realistically apply your personal ethics code?
  - o Do you include guidance from philosophers/points of view covered in class (with specific references to the material)?
  - o Are alternative actions considered?
  - o Is your final decision sufficiently defended with substantive material (rather than just your opinion)?
  - o Are likely consequences addressed?

- **Miscellaneous (15 points)**
  - o Is the paper well written and well organized, meeting college standards?
  - o Is it free of significant typos, structural issues, and formatting issues?
  - o Is your argument clearly stated and easy to follow?
  - o Does it meet length requirements (no longer than 10 double-spaced pages)?
  - o Are all required components present?
  - o Is it submitted on time?

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