Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)

Banner/Catalog Information (Coversheet)

1. **X** **New Course or** _____**Revision of Existing Course**

2. **Course prefix and number:** _____CMN 5015 _____

3. **Short title:** __Comm Ethics_____

4. **Long title:** ___Communication Ethics_____

5. **Hours per week:** _3_ Class   _0_ Lab   _3_ Credit

6. **Terms:** ___ Fall   ___ Spring   ___ Summer   _X__ On demand

7. **Initial term**: _X__ Fall   ___ Spring   ___ Summer   Year: _2018____

8. **Catalog course description:** This course introduces students to the central theories and discourses of communication ethics. It surveys communication ethics problems and challenges in various public and private communication contexts including interpersonal, mass, and organizational communication as well as public relations and discourse. In addition, the course promotes students' ability to recognize, analyze and address communication ethics problems and to foster ethical communication in their personal and professional lives.

9. **Course attributes:**

   General education component: _____N/A_____

   ___ Cultural diversity ___ Honors ___ Writing centered   ___ Writing intensive ___Writing active

10. **Instructional delivery**
    Type of Course:

    _X__ Lecture   ___ Lab   ___ Lecture/lab combined   ___ Independent study/research

    ___ Internship   ___ Performance   ___ Practicum/clinical ___ Other, specify: _____

    Mode(s) of Delivery:

    _X__ Face to Face   _X__ Online   ___ Study Abroad

    ___ Hybrid, specify approximate amount of on-line and face-to-face instruction_____

11.   Course(s) to be deleted from the catalog once this course is approved. _____

12. **Equivalent course(s):** _____None_____

    a. **Are students allowed to take equivalent course(s) for credit?** ___ Yes   ___ No

13. **Prerequisite(s):** _____None_____

    a. **Can prerequisite be taken concurrently?** ___ Yes   ___ No

    b. **Minimum grade required for the prerequisite course(s)?** ___

c. **Use Banner coding to enforce prerequisite course(s)?** ___ Yes ___ No

d. **Who may waive prerequisite(s)?**

___ No one ___ Chair ___ Instructor ___ Advisor ___ Other (specify)

14. **Co-requisite(s): _____None_____**

15. **Enrollment restrictions**

a. **Degrees, colleges, majors, levels, classes which <u>may</u> take the course:** Graduate Students

b. **Degrees, colleges, majors, levels, classes which may <u>not</u> take the course:** Undergraduates

16. **Repeat status: __X_ May not be repeated ___ May be repeated once with credit**

17. **Enter the limit, if any, on hours which may be applied to a major or minor: _3__**

18. **Grading methods: _X__ Standard ___ CR/NC __ Audit ___ ABC/NC**

19. **Special grading provisions:**

___ Grade for course will <u>not</u> count in a student's grade point average.

___ Grade for course will <u>not</u> count in hours toward graduation.

___ Grade for course will be removed from GPA if student already has credit for or is registered in:
_____

___ Credit hours for course will be removed from student's hours toward graduation if student already has credit for or is registered in: _____

20. **Additional costs to students:**
Supplemental Materials or Software_____

Course Fee _X__No ___Yes, Explain if yes_____

21. **Community college transfer:**

___ A community college course may be judged equivalent.

_X__ A community college may <u>not</u> be judged equivalent.

Note: Upper division credit (3000+) will <u>not</u> be granted for a community college course, even if the content is judged to be equivalent.

Rationale, Justifications, and Assurances (Part I)

1. _X__ Course is required for the major(s) of MA in Comm Studies (Leadership option)

   ___Course is required for the minor(s) of _____

   ___Course is required for the certificate program(s) of _____

   __X_ Course is used as an elective in ____MA in Comm Studies (all other options)

2. **Rationale for proposal** : CMN 5015 is being created as a part of the new online Communication Studies MA program. There is significant demand in the field of communication for coursework aimed at examining the role ethics plays in various communication contexts. This course fills that role in the new online MA in Communication Studies option.

3. **Justifications for (answer N/A if not applicable)**

   Similarity to other courses: N/A

   Prerequisites: N/A

   Co-requisites: N/A

   Enrollment restrictions: This course is designed for students with an interest in studying communication at the graduate level.

   Writing active, intensive, centered: N/A

4. **General education assurances (answer N/A if not applicable)**

   General education component: N/A

   Curriculum: N/A

   Instruction: N/A

   Assessment: N/A

5. **Online/Hybrid delivery justification & assurances (answer N/A if not applicable)**

   Online or hybrid delivery justification: This course is being offered as an online course in response to increased demand for digitally delivered courses and programs. It will be offered as a part of the online and on-campus MA in Communication Studies degree.

   Instruction: Course content will be delivered online in a variety of media such as audio/visual recorded lectures, textual conversations, and multi-media components as appropriate and hosted on the University's online learning management system. The evaluation methods would rely on class activities and written analyses, particularly research papers. All online instructors must complete OCDi training or the equivalent before teaching the course.

   Integrity: Several mechanisms will be in place to ensure the integrity of the course. Any exams or quizzes will be administered through the learning management system and must be

completed within a pre-determined time limit. All written assignments will be submitted online using plagiarism detecting software. Students will work with the instructor to agree upon project topics so the instructor may ensure the project is the student's original work. Interaction: The course will utilize formats such as email, chat rooms, and discussion board participation so students can simultaneously interact with each other and engage with the material and instructor. Instructors may hold virtual office hours so students may pose questions in real-time and ask for further clarification if needed. Instructors will regularly communicate with students through email and announcements via the learning management system.

Model Syllabus (Part II)

Please include the following information:

1. Course number and title

   CMN5015: Communication Ethics

2. Catalog description

   This course introduces students to the central theories and discourses of communication ethics. It surveys communication ethics problems and challenges in various public and private communication contexts including interpersonal, mass, and organizational communication as well as public relations. In addition, the course fosters students' ability to recognize, analyze and address communication ethics problems, and to foster ethical communication in their personal and professional lives.

3. Learning objectives.

   At the end of this course, graduate students should be able to:
   1. Identify relevant communication theories and discourses (Graduate learning goals: depth of content knowledge, critical thinking, oral and written, advanced scholarship)
   2. Apply relevant theories and concepts to ethical problems and challenges in a variety of communication contexts. (Graduate learning goals: critical thinking, oral and written, advanced scholarship).
   3. Identify and analyze ethical communication challenges and problems in a variety of contexts. (Graduate learning goals: depth of content knowledge, critical thinking, oral and written)
   4. Develop strategies to address ethical communication challenges and problems in a variety of contexts (Graduate learning goals: depth of content knowledge, critical thinking, oral and written)
   5. Apply ethical communication practices in their private and professional lives (Graduate learning goals: depth of content knowledge, critical thinking, oral and written)
   6. Enact communication that fosters self-determination and positive intergenerational relationships (Graduate learning goals: depth of content knowledge, critical thinking, oral and written).

4. Course materials.

   Annett, R, Harden Fritz, J, Bell, L. (2017). *Communication Ethics Literacy: Dialogue and*

difference. Los Angeles: Sage Publications.

Cheney, G., May, S., Debashish, M. (2011). *The Handbook of Communication Ethics*. New York: Routledge.

Additional readings will be posted on the LMS

5. Weekly outline of content.

Week	Topic	Readings
Week 1	What are Communication ethics? • Relevance of communication ethics • Understanding different concepts and definitions of communication ethics	• Arnett, Harden & Bell: Chapter 1: The pragmatic necessity of communication ethics • Cheney, May & Debashish: Chapter 1: Encountering communication ethics in the contemporary world
Week 2	What are Communication Ethics Cont'd. • Understanding ontological & epistemology approaches • Mapping the field of communication ethics research	• Arnett, Harden & Bell: Chapter 2: Defining communication ethics
Week 3	Theoretical Approaches to Communication Ethics I • Democratic communication ethics • Universal-humanitarian communication ethics	• Arnett, Harden & Bell: Chapter 3: Approaches to communication ethics: The pragmatic good of theory • Cheney, May & Debashish: Chapter 2: A contribution to ethical theory and praxis
Week 4	Theoretical Approaches to Communication Ethics II • Narrative & contextual communication ethics	• Arnett, Harden & Bell: Chapter 3: Approaches to communication ethics: The pragmatic good of theory • Cheney, May & Debashish: Chapter 3: Ethics, rhetoric, and discourse
Week 5	Theoretical Approaches to Communication Ethics III • Dialogue	• Arnett, Harden & Bell: Chapter 3: Approaches to communication ethics: The pragmatic good of theory • Cheney, May & Debashish: Chapter 4: Situating a dialogic ethics: A dialogic confession
Week 6	Theoretical Approaches to Communication Ethics IV • Dialogue Cont.	• Arnett, Harden & Bell: Chapter 4: Communication ethics: In the eye(s) of the Theory of the beholder • Arnett, Harden & Bell: Chapter 5: Dialogic Ethics: Meeting differing ground of

		the "good"
Week 7	Approaches to Ethical Decision-Making	• Cheney, May & Debashish: Chapter 6: Power and ethics • Cheney, May & Debashish: Chapter 7: Postmodernism, globalization, and the meta-ethics of contemporary communication
Week 8	Selected Ethical Problems, Challenges, and Practices I • Interpersonal Communication	• Arnett, Harden & Bell: Chapter 7: Interpersonal communication ethics: The relationship matters • Cheney, May & Debashish: Chapter 9: Interpersonal communication ethics
Week 9	Selected Ethical Problems, Challenges, and Practices II • Organizational Communication	• Arnett, Harden & Bell: Chapter 8: Organizational communication ethics: Community of memory and dwelling • Cheney, May & Debashish: Chapter 11: Communication ethics and organizational contexts
Week 10	Selected Ethical Problems, Challenges, and Practices III • Team/Small Group Communication	• Cheney, May & Debashish: Chapter 10: Ethical challenges in small group communication
Week 11	Selected Ethical Problems, Challenges, and Practices IV • Mass Communication	• Cheney, May & Debashish: Chapter 13: Ethical dimensions in new technology/media • Cheney, May & Debashish: Chapter 15: Visual communication in traditional and digital contexts
Week 12	Selected Ethical Problems, Challenges, and Practices V • Public Discourse and Persuasion	• Arnett, Harden & Bell: Chapter 6: Public discourse ethics: Public and Private Accountability • Arnett, Harden & Bell: Chapter 10: Business and Professional communication ethics
Week 13	Selected Ethical Problems, Challenges, and Practices VI • Public Relations and Advertising	• Arnett, Harden & Bell: Chapter 12: Communication ethics literacy and difference • Cheney, May & Debashish: Chapter 14: Public relations and marketing: Ethical issues

				and professional practice in society
Week 14	Final Project Presentations and Discussion			
Week 15	Final Project Presentations and Discussion			
Week 16	Paper/Presentation Discussion/ Peer Feedback			

6. Assignments and evaluation, including weights for final course grade.

Discussion posts and prompts 20%
Peer responses & feedback 20%
Case study 25%
Reflection papers (3) 25%
Video presentation 10%

7. Grading scale.

A = 100% - 90%
B = 89.9% - 80%
C = 79.9% - 70%
D = 69.9% - 60%
F = Below 60%

8. Correlation of learning objectives to assignments and evaluation.

Course Objectives	Discussion Posts & Prompt (20%)	Peer Responses & Feedback (20%)	Reflection Papers (25%)	Case Study (25%)	Video Presentation (10%)
Identify relevant communication theories and discourses (Graduate learning goals: depth of content knowledge, critical thinking, oral and written, advanced scholarship)	X	X	X	X	
Apply relevant theories and concepts to ethical problems and challenges in a variety of communication contexts. (Graduate learning goals: critical thinking, oral and written, advanced scholarship).	X	X	X	X	X
Identify and analyze ethical communication challenges and problems in a variety of contexts (Graduate learning	X	X		X	X

goals: depth of content knowledge, critical thinking, oral and written)					
Develop strategies to address ethical communication challenges and problems in a variety of contexts (Graduate learning goals: depth of content knowledge, critical thinking, oral and written)	X	X		X	X
Apply ethical communication practices in their private and professional lives (Graduate learning goals: depth of content knowledge, critical thinking, oral and written)	X			X	X
Enact communication that fosters self-determination and positive intergenerational relationships (Graduate learning goals: depth of content knowledge, critical thinking, oral and written).	X			X	X

Date approved by the department or school: November 13, 2017
Date approved by the college curriculum committee: November 29, 2017
Date approved by the Honors Council *(if this is an honors course):*
Date approved by CAA: CGS: January 16, 2018