

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	CASS
Programme:	International Journalism and Media
FHEQ Level:	6
Course Title:	Senior Essay
Course Code:	JRN 6392
Course Leader:	Dr Eunice Goes
Student Engagement Hours:	120
Lectures:	10
Seminar / Tutorials:	35
Independent / Guided Learning:	75
Semester:	Fall/Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

The Senior Essay is a capstone course for the International Journalism and Media major. It differs from the other courses in the degree in that students primarily work independently and meet for a weekly tutorial with the aim of developing a thesis driven research paper related to media ethics. Students are also required to present orally their research according to conference standards.

Prerequisites:**SCL 5200****Aims and Objectives:**

This course aims to provide graduating seniors with an integrated academic experience focused upon a topic related to international media ethics, and which can cover areas such as journalism, the PR industry, advertising, multimedia, ethical issues in war reporting, propaganda, social networking, etc. By the end of this course successful students will have:

- Developed a critical understanding of the ethical dimensions of working in and consuming media.

- Ability to generate independent arguments and ideas for projects, develop their own ideas and carry out extensive independent research.
- Be able to critically analyse key ethical concepts in media practices as well as the different arguments, and cultural values that explain media codes of ethics and media ethics dilemmas.
- Be able produce detailed analysis of competing perspectives and concepts pertaining to media ethics.

Programme Outcomes:

6Ai

6Aiv

6Ciii

6Ci

6Cii

6Ciii

6Di

6Div

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Write a dissertation of appropriate length, with either basic theoretical discussion or empirical analysis.
- Demonstrate a systematic understanding of key ethical concepts in media practices as well as the different arguments, and cultural values that explain media codes of ethics and media ethics dilemmas.
- Conduct research with minimal direction or supervision
- Critically reflect upon and analyse competing perspectives and concepts and connections on topics directly related to media ethics
- Confidently present their broad topic to peers and examiners in an oral format.

Indicative Content:

- Formulating a research question
- Formulating a hypothesis
- Conducting a literature review
- Selecting and assessing data
- Applying a methodology
- Writing a long argumentative essay

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

Upon approval of the practical senior essay within the first two weeks of the semester, students will meet a course tutor(s) with whom they meet weekly at assigned times to discuss their progress. As the course is geared toward the completion of an accomplished practical project in an area on international media meetings will focus on discussing the different stages and component stages of the project, including, proposing, researching, developing and presenting this project. The course is student-centered and students are responsible for time and research self-management as well as for their own engagement with the project. Students are encouraged to consult any faculty in the department regarding their specialist knowledge and advice, but are still required to report weekly to their main supervisor for this course.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Gene Foreman, *The Ethical Journalist*, Wiley-Blackwell, 2010

Sanders, Karen, *Ethics & Journalism*, Sage Publications, 2008

Howe, Renate and Ros Lewis. *A Student Guide to Research in Social Science*. Cambridge: Cambridge University Press, 1993.

Mason, Jennifer. *Qualitative Researching*. 2nd ed. London: Sage Publications, 2005.

Mauthner, Melanie et al. *Ethics in Qualitative Research*. London: Sage Publications, 2005.

Journals

Journal of Mass Media Ethics

Journal of Media Law and Ethics

Journalism Studies

Journal of Mass Communication and Journalism

Journalism Studies

Journal of Mass Communication and Journalism

British Journalism Review

Journal of Broadcasting and Electronic Media

Web Sites

www.indexoncensorship.org

- www.ethics.journalism.wis.edu
- www.englishpen.org
- www.freedomhouse.org
- www.mediaethicsmagazine.com
- www.cimethics.org
- www.savethemedia.com
- www.journalismethics/info
- www.guardian.co.uk
- www.bbc.co.uk/news
- www.bbc.co.uk/journalism
- www.reutersinstitute.politics.ox.ac.uk
- www.journalismfoundation.org
- www.nytimes.com
- www.poynter.org
- <http://en.rsfsf.org>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	Change of pre-req to SCL 5200		
Major	Change of Assessment Norms		