

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	International Journalism and Media
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Senior Essay
<b>Course Code:</b>	JRN 6392
<b>Course Leader:</b>	Dr. Eunice Goes
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	10
Seminar / Tutorials:	35
Independent / Guided Learning :	75
<b>Semester:</b>	FALL /SPRING
<b>Credits:</b>	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.

**Pre-requisites:** JRN 6205

### **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 are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

### **Learning Outcomes:**

- Ability to write a dissertation of appropriate length, with either basic theoretical discussion or empirical analysis.
- Students should 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.
- Ability to conduct research with minimal direction or supervision
- Ability to critically reflect upon and analyse competing perspectives and concepts and connections on topics directly related to media ethics
- Students should be able to confidently present their broad topic to peers and examiners in an oral format.

### **Indicative Content:**

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

### **Assessment**

This course conforms to the [Richmond University Writing Intensive Assessment Norms](#) approved by Academic Council on 28 June 2012.

<b>Writing Intensive Assessment Norms</b>			
<b>FHEQ level</b>	<b>Richmond/UK Level</b>	<b>Normal number of items</b>	<b>Total assessment</b>
Level 3	R3000/UK A-Level	3-4	3000-3250 words
Level 4	R4000/UK Year 1	3-4	3000-4500 words
Level 5	R5000/UK Year 2	2-3	4500-6000 words
Level 6	R6000/UK Year 3	2-3	4500-6000 words

### **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:**

#### **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](http://www.indexoncensorship.org)  
[www.ethics.journalism.wis.edu](http://www.ethics.journalism.wis.edu)  
[www.englishpen.org](http://www.englishpen.org)  
[www.freedomhouse.org](http://www.freedomhouse.org)  
[www.mediaethicsmagazine.com](http://www.mediaethicsmagazine.com)  
[www.cimethics.org](http://www.cimethics.org)

[www.savethemedia.com](http://www.savethemedia.com)  
[www.journalismethics/info](http://www.journalismethics/info)  
[www.guardian.co.uk](http://www.guardian.co.uk)  
[www.bbc.co.uk/news](http://www.bbc.co.uk/news)  
[www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)  
[www.reutersinstitute.politics.ox.ac.uk](http://www.reutersinstitute.politics.ox.ac.uk)  
[www.journalismfoundation.org](http://www.journalismfoundation.org)  
[www.nytimes.com](http://www.nytimes.com)  
[www.poynter.org](http://www.poynter.org)  
<http://en.rsfsf.org>

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry