

**CLASS MEETING TIMES:** ONLINE

**Professor:** Dr. David Deeley  
**Office:** Building 14D, Room 2010  
**Office Hours:**  
**Office:** Mon. 12:00 p.m. – 2:30 p.m. and Tue. 10 a.m. – 12:00 p.m.  
**Online:** Mon. 2:30 p.m. – 3:30 p.m. and Thur. 11 a.m. – 12:00 p.m.,  
or by Appointment via Blackboard Collaborate  
**Email:** [d.deeley@unf.edu](mailto:d.deeley@unf.edu)  
**Telephone:** 904-620-3821

**Required Texts:** Ashley Messenger (2015). *A Practical Guide to Media Law*, First Edition. Boston: Pearson. (ISBN-13: 978-0-205-91189-9)

Christians, C., Fackler, M., Richardson, K.B., Kreshel, P., & Woods, R. (2012). *Media Ethics: Cases and Moral Reasoning*, Ninth Edition. Boston: Allyn & Bacon. (ISBN-13: 978-0-205-02904-4)

**Prerequisites:** A grade of C or better in MMC 3105 Advanced Writing for the Media

**Supplementary Readings:** In addition to textbook readings and PowerPoint lectures, you should also be reading about the industry on a daily basis. The following links are a good place to start and will be useful in completing your blogging assignments throughout the semester.

[www.broadcastingandcable.com](http://www.broadcastingandcable.com) (Broadcasting and Cable Magazine Website)  
[www.nab.org](http://www.nab.org) (National Association of Broadcasters) (Subscribe to NAB SmartBrief)  
[www.tvspy.com](http://www.tvspy.com) (Read/Subscribe to “ShopTalk”)  
[www.ncta.com](http://www.ncta.com) (National Cable & Telecommunications Association)  
[www.tvweek.com](http://www.tvweek.com) (TV Week Magazine Website)  
[www.adage.com](http://www.adage.com) (Ad Age Magazine Website)  
[www.adweek.com](http://www.adweek.com) (Ad Week Magazine Website)  
[www.fcc.gov](http://www.fcc.gov) (Federal Communications Commission Website)  
[www.ftc.gov](http://www.ftc.gov) (Federal Trade Commission Website)

**Student/Professional Organizations**

Society of Professional Journalists [www.spj.org](http://www.spj.org)  
Public Relations Society of America [www.prsa.org](http://www.prsa.org)  
American Advertising Federation [www.aaf.org](http://www.aaf.org)  
Advertising Educational Foundation [www.aef.com](http://www.aef.com)

**Course Description/Objectives**

This course is designed to:

- 1) Introduce students to the major principles of media law and telecommunications regulation.

- 2) Examine the impact of new communication technologies on current law and regulation.
- 3) Develop a foundation for understanding and applying ethical principles within the industry to meet future career expectations/challenges.

At the end of this course students will be able to:

- 1) Understand and apply the principles and laws of the First Amendment and their importance to society.
- 2) Articulate and understand major case law and administrative policy relevant to the advertising, public relations and multimedia journalism/production fields.
- 3) Articulate and understand ethical theories and their relevance to communications professionals.
- 4) Apply ethical principles to case studies and scenarios in the communications field using industry specific and adopted professional ethical standards.

### **Learning Community Overview**

Who tends to do well in distance learning courses? While there are many factors, students who: 1. are self-motivated to learn, 2. enjoy learning independently, and 3. have good time-management skills tend to do well. If this description does not fit you, you have a better chance of passing this course in a traditional face-to-face format. Please remember that distance learning is all about student-centered learning, which means that students must be even more responsible for their own learning. The asynchronous nature of this course means that students need to be proactive in making sure they know what the deadlines are and that they are doing all their work by those deadlines.

The good news is that the Blackboard site for this course has all the information students need to meet the deadlines in terms of what to read in the textbook, what narrated PowerPoints should be viewed and when, what (and when) to post group discussions, and when to take the exams. However, students will benefit from the information on the Blackboard site only if they regularly check what's on there. The best way to be proactive is to start work on the first day of each lesson. Don't wait for the deadlines to pile up. Also, check your grades regularly via the "my grades" function on Blackboard.

### **Netiquette & Discussion Expectations**

The number one rule: Always keep it classy. Be respectful at all times, and especially when communicating in discussion groups. While it is perfectly OK to disagree with a fellow student's comments, the key is to disagree without being disagreeable. Never make it personal. Also, when communicating with the professor, please be sure to include your full name.

### **Technical Support**

To access the course, go to <http://blackboard.unf.edu/>.

Everyone, especially those new to on-line courses or Blackboard, should review UNF's resources and tips on taking Distance Learning (DL) courses and using Blackboard. Student Blackboard Resources are available here:

[http://www.unf.edu/cirt/bb/support/Tech\\_Support\\_Module/Home.aspx](http://www.unf.edu/cirt/bb/support/Tech_Support_Module/Home.aspx) and information on Distance Learning courses at UNF is located here:

[http://www.unf.edu/distancelearning/Student\\_Resources.aspx](http://www.unf.edu/distancelearning/Student_Resources.aspx)

If you have technical problems or a question on how to use Blackboard, call the Help Desk at 904-620-HELP or email them at [helpdesk@unf.edu](mailto:helpdesk@unf.edu). Do not contact the professor. If you cannot resolve the issue, go to the HELP Desk in Building 15, Room 2101. It is your responsibility to understand how to use Blackboard correctly.

Configure your personal computer to navigate correctly and efficiently on Blackboard by the end of the first week of class or plan to use a UNF computer. Use a current, standards-compliant web browser such as Firefox (latest release) or Google Chrome (latest release). Also, you will need Javascript and Flash.

<http://kb.blackboard.com/pages/viewpage.action?pageId=72810639>

### **North Florida Nine**

The Department of Communication at UNF has adopted the North Florida Nine as a cohesive statement of learning objectives designed to match the professional values and competencies formulated by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).

The complete list of the North Florida Nine can be seen on the department's web page: [http://www.unf.edu/coas/communication/about\\_us.aspx](http://www.unf.edu/coas/communication/about_us.aspx). For this course, the following 5 learning goals will be addressed.

1. Communicate Effectively: Communicate clearly and accurately through written, oral, and mediated forms appropriate to the study of communication and professional practice. (Reinforced)
2. Think Critically: Conduct reasoned evaluation of information to assess its relevance, accuracy, purpose, and meaning. (Reinforced)
3. Conduct Valid Research: Apply research methods appropriate to the communication professions to address relevant communication problems. Such methods include quantitative and qualitative research applied in primary and secondary research. (Introduced)
4. Value Freedom of Expression: Students will understand and apply the principles and laws of freedom of speech and press embodied in the First Amendment and describe their importance in a democracy. (Mastery)
5. Practice Ethically: Demonstrate an understanding of professional ethical principles and the relationship between ethics and law: apply ethical principles to communication practice. (Mastery)
6. Regard History: Demonstrate understanding of the history of communication media and professions and the role of key communication professionals and institutions in shaping them. (Reinforced)

### **Course Assessment & Evaluation**

Your final grade will be determined by your performance on the following weighted assignments and exams:

### 1) Discussion Board Participation

You will complete ten discussion board assignments during the semester. Each will be graded on a 10-point scale for quality and the inclusion of all required components. The sum of your discussion board points will be weighted to count for 50% of your final grade.

### 2) Blogging on Industry News from Trade Publications

You will complete ten blog assignments that review and discuss articles from communications industry trade publications during the semester. Each will be graded on a 10-point scale for quality of analysis and inclusion of all required components. The sum of your blogging points will be weighted to count for 25% of your final grade.

### 3) Exams

There will be two exams during the semester. The exams will focus on the readings from the textbooks, PowerPoint presentations and other multimedia assignments. Each exam may contain multiple-choice, true/false and short essay questions. Each exam will be graded on a 50-point scale and be weighted to count for 10% (20% total for the two exams) of your final grade.

**Absolutely NO make-up exams will be given without prior notification AND subsequent documentation of a medical excuse or other personal emergency.** Arrangements for any make-up exams must be made within 72 hours of the original exam date. This policy will be strictly enforced --- no exceptions!

### 4) Orientation/Introduction Assignments

The quiz and introductory blog entry are pass/fail. The successful completion of these assignments as directed will earn you all points and be weighted to count for 5% of your final grade.

### Late Assignment Policy

Students who turn in late work will receive a zero for that work. As a result, please be sure to complete all assignments two to three days before the deadline. Doing so will guard against any technical or personal issues that might get in the way of submitting your work.

### Grading Scale

The calculation of your weighted final grade will adhere to the following scale. Please remember your final average reflects the grade you have earned in this class.

A	94 – 100
A-	90 – 93
B+	87 – 89
B	84 – 86
B-	80 – 83
C+	77 – 79
C	70 – 76
D	60 – 69
F	below 60

## **Academic Honesty and Integrity**

A major determinant of your character is your integrity. Dishonesty not only irreparably damages your integrity, but it also damages the credibility of our institution. The purpose of your enrollment in this institution is not to be assigned a random evaluation but to develop your academic, intellectual and analytical skills. Any dishonesty is at direct cross-purposes to these goals. As such, any work you submit must be a product of your own efforts and without any unauthorized assistance.

Any and all instances of academic misconduct will be subject to the policies outlined in the Academic Integrity Code and Academic Misconduct Policies, a copy of which is available at [http://www.unf.edu/registrar/forms/misconduct\\_policy.pdf](http://www.unf.edu/registrar/forms/misconduct_policy.pdf)

As stated -

*Violations of the principle of academic integrity include, but are not limited to:*

*a) CHEATING: Intentionally using, providing, obtaining, or attempting to use, provide, or obtain unauthorized materials, information, notes, study aids or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.*

*b) FABRICATION & FALSIFICATION: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in an academic exercise.*

*c) MULTIPLE SUBMISSIONS: The submission of any portion of the same academic work, including oral reports, electronic files, or hard-copy form, for credit more than once without authorization.*

*PLAGIARISM: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the ideas, information, etc. are common knowledge.*

*e) ABUSE OF ACADEMIC MATERIALS: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resources material.*

*f) COMPLICITY IN ACADEMIC DISHONESTY: Providing assistance in any form to help another to commit an act of academic dishonesty.*

Any violation in the above policy will result in an unforgivable F for the course.

## **ADA and Students with Disabilities**

Students with disabilities who seek reasonable accommodations in the classroom or other aspects of performing their coursework must first register with the UNF Disability Resource Center (DRC) located in Building 57, Room 1500. DRC staff members work with students to obtain required documentation of disability and to identify appropriate accommodations as required by applicable disability laws including the Americans with Disabilities Act (ADA). After receiving all necessary documentation, the DRC staff determines whether a student qualifies for services with the DRC and if so, the accommodations the student requires will be provided. DRC staff then prepares a letter

for the student to provide faculty advising them of approved accommodations. For further information, contact the DRC by phone (904) 620-2769, email ([drc@unf.edu](mailto:drc@unf.edu)), or visit the DRC website (<http://www.unf.edu/drc/>).

Military and veteran students who return from combat exposure may be utilizing the post 9/11 GI bill to continue postsecondary education goals and may need both physical and academic accommodations. Contact Ray Wikstrom, Director of Military and Veterans' Resource Center by phone (904) 620-2655, email ([ray.wikstrom@unf.edu](mailto:ray.wikstrom@unf.edu)).

**COURSE SCHEDULE (Subject to change)**

Law & Ethics of Communications

MMC 3200, Fall 2014

(Refer to Course Assignment Schedule for specific assignment deadlines)

<b>WEEK 1/Orientation and Introduction (8/25/14 - 8/31/14)</b>	
Reading	<ul style="list-style-type: none"><li>• Course Syllabus</li><li>• Course Schedule</li><li>• Course Assignment Schedule</li></ul>
Multimedia	<ul style="list-style-type: none"><li>• Watch MMC 3200 Welcome/Introduction Video</li></ul>
Assignments	<ul style="list-style-type: none"><li>• Quiz: Student Orientation</li><li>• Blog: Introduce Yourself</li><li>• Familiarize yourself with the MMC 3200 Blackboard (Bb) site.</li><li>• Attempt to connect to Bb Collaborate for online office hours</li><li>• Visit trade publication websites for industry news and start reading!</li></ul>
<b>WEEK 2/Module 1 (9/1/14 - 9/7/14)</b>	
Reading	<ul style="list-style-type: none"><li>• Chapter 1 (Messenger) – Court Systems, Citation, and Procedure</li><li>• Chapter 2 (Messenger) – The First Amendment – Theory and Practice</li></ul>
Multimedia	<ul style="list-style-type: none"><li>• Narrated PowerPoint Slideshow</li><li>• Video (First Amendment)</li></ul>
Assignments	<ul style="list-style-type: none"><li>• Discussion: Topic 1 (Post/Reply)</li><li>• Blog: Article 1</li></ul>
<b>WEEK 3/Module 2 (9/8/14 - 9/14/14)</b>	
Reading	<ul style="list-style-type: none"><li>• Introduction (Christians) – Ethical Foundations and Perspectives</li></ul>
Multimedia	<ul style="list-style-type: none"><li>• Narrated PowerPoint Slideshow</li><li>• Ethics Videos</li></ul>
Assignments	<ul style="list-style-type: none"><li>• Discussion: Topic 2 (Post/Reply)</li><li>• Blog: Article 2</li></ul>

<b>WEEK 4/ Module 3</b> (9/15/14 - 9/21/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 3 (Messenger) – Libel</li> <li>• Chapter 4 (Messenger) – Privacy</li> <li>• Chapter 5 (Messenger) – Publicity</li> <li>• Media Ethics (Christians) Case Studies: (pp. 95-109)               <ul style="list-style-type: none"> <li>18) Facebook and Social Media Networks</li> <li>19) The Controversial PATRIOT Act</li> <li>20) Bloggers’ Code of Ethics</li> </ul> </li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 3 (Post/Reply)</li> <li>• Blog: Article 3</li> </ul>

<b>WEEK 5/Module 4</b> (9/22/14 - 9/28/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 6 (Messenger) – Copyright</li> <li>• Chapter 7 (Messenger) – Trademarks</li> <li>• Media Ethics (Christians) Case Study: (pp. 269-271)               <ul style="list-style-type: none"> <li>65) Copyright Wars</li> </ul> </li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 4 (Post/Reply)</li> <li>• Blog: Article 4</li> </ul>

<b>WEEK 6/Module 5</b> (9/29/14 - 10/5/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 8 (Messenger) – Use of Photos, Illustrations and Other Images</li> <li>• Chapter 9 (Messenger) – Use of Music</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 5 (Post/Reply)</li> </ul>

<b>WEEK 7/Module 6</b> (10/6/14 - 10/12/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 10 (Messenger) – Negligence Claims Against the Media</li> <li>• Chapter 11 (Messenger) – Is There a Right of Access...</li> <li>• Chapter 12 (Messenger) – Can One Be Sued...</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Blog: Article 5</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Midterm Exam</b></li> </ul>
<b>WEEK 8/Module 7</b> (10/13/14 - 10/19/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 13 (Messenger) – Efforts to Subpoena or Search Journalist</li> <li>• Chapter 14 (Messenger) – Punishing or Restricting Protests and Other Public Speech</li> <li>• Media Ethics (Christians) Case Studies: 10) Stolen Voicemail (pp. 64-66) 12) Risky Foods (pp. 69-72) 21) A Prostitute on Page 12 (pp. 105-109)</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 6 (Post/Reply)</li> </ul>
<b>WEEK 9/Module 8</b> (10/20/14 - 10/26/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 15 (Messenger) – Punishing or Restricting Sensitive or Offensive Topics</li> <li>• Chapter 16 (Messenger) – Political Speech, Elections and Campaigns</li> <li>• Media Ethics (Christians) Case Studies: 64) They Play to Kill (pp. 265-267) 76) Fencing the Net (pp. 292-294)</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Blog: Article 6</li> </ul>
<b>WEEK 10/Module 8</b> (10/27/14 - 11/2/14)	
Reading	<ul style="list-style-type: none"> <li>• Refer to Week 9 Readings</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Refer to Week 9 Multimedia</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 7 (Post/Reply)</li> <li>• Blog: Article 7</li> </ul>
<b>WEEK 11/Module 9</b> (11/3/14 - 11/9/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 17 (Messenger) – Ads/Promotions/ Marketing</li> <li>• Media Ethics (Christians) Case Studies: 35) Shocking: The Case for Due Diligence (pp. 162-166) 36) Front Page for Sale? (pp. 166-170) 40) Kids are Getting Older Younger (pp. 185-188)</li> </ul>

Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 8 (Post/Reply)</li> <li>• Blog: Article 8</li> </ul>
<b>WEEK 12/Module 9</b> (11/10/14 - 11/16/14)	
Reading	<ul style="list-style-type: none"> <li>• Refer to Week 11 Readings</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Refer to Week 11 Multimedia</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 9 (Post/Reply)</li> </ul>
<b>WEEK 13/Module 10</b> (11/17/14 - 11/23/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 18 (Messenger) – Television &amp; Radio – FCC Regulation</li> <li>• Chapter 19 (Messenger) – Special Classes of Speakers</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Discussion: Topic 10 (Post/Reply)</li> <li>• Blog: Article 9</li> </ul>
<b>WEEK 14/Module 11</b> (11/24/14 - 11/30/14)	
Reading	<ul style="list-style-type: none"> <li>• Chapter 20 (Messenger) – Special Considerations...</li> <li>• Chapter 21 (Messenger) – Practical Issues Related to Media Law</li> </ul>
Multimedia	<ul style="list-style-type: none"> <li>• Narrated PowerPoint Slideshow</li> <li>• Videos</li> </ul>
Assignments	<ul style="list-style-type: none"> <li>• Blog: Article 10</li> <li>• Complete Online ISQ for MMC 3200</li> </ul>

<b>WEEK 15</b> (12/1/14 - 12/5/14)	
Assignments	<ul style="list-style-type: none"> <li>• <b>Final Exam</b></li> </ul>