

Course Manual MEG

Media ethics and society

Version: 2 | Last Change: 20.11.2019 18:43 | Draft: 0 | Status: vom verantwortlichen Dozent freigegeben

– General information

Long name	Media ethics and society
Approving CModule	MEG_BaMT
Responsible	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
Valid from	summer semester 2022
Level	Bachelor
Semester in the year	summer semester
Duration	Semester
Hours in self-study	96
ECTS	5
Professors	N.N.
Requirements	Pass the GGM2 module. Students learn theories and a well-founded awareness regarding core questions of media ethics in the field of media production processes and must be able to apply them in the field of media design topics. Therefore, competences from the basic studies are important.
Language	German

Literature

Philip Brey: The ethics of representation and action in virtual reality; Twente University, Fac. WMW/SW, Enschede, the Netherlands, 1999

Melanie Julia Heise: EinFach Philosophieren: Medienethik, Taschenbuch; 1. November 2014

von Christian Bauer (Herausgeber), Gertrud Nolte (Herausgeber), Gerhard Schweppenhäuser (Herausgeber): Ethik und Moral in Kommunikation und Gestaltung Broschiert; 1. Januar 2015

Alexander Göbel: Ethik und Werbung. Wenn die Geschmacksgrenze gezielt überschritten wird; Taschenbuch – 26. Juli 2013

Christian Schicha; Carsten Brosda: Handbuch der Medienethik; VS Verlag für Sozialwissenschaften, 2010

Separate final exam

No

– Lecture / Exercises

Learning goals

Goal type	Description
Knowledge	<p>Basic concepts of ethics:</p> <ul style="list-style-type: none">- Definition of ethics, morality and media ethics- Standards and ideal standards- Levels/Areas of Media Ethics- Fields of Application of Media Ethics <p>Principles of scientific work</p> <p>Holistic understanding of problems - philosophy and technology</p> <p>Media ethics as applied area-specific ethics and codes:</p> <ul style="list-style-type: none">- Media ethics and general ethics- Responsibility as the Basis of Media Ethics - Limits of Morality and Ethics- Ethical guidelines in the field of media, information technology, engineers and design- (Media ethics and media law) <p>Media ethics/areas in practice in the field of media technology:</p> <ul style="list-style-type: none">- Media ethics and journalism (e.g. Mohammed cartoons, reader journalism)- Media ethics and design (image ethics, advertising formats, web presentations)- Media ethics and VR/AR (long-term stays in VR and effects, virtualization of social interactions, simulation of horror scenarios, dangerous contents, generation of traumata by borderline representations, VR and data protection - data collection of emotions and body movements (neuromarketing)- Media ethics and media power (e.g. the social responsibility of Wikileaks, Wikipedia, Google, etc.)- Media ethics and social networks (e.g. responsibility for user data, netiquette)- Media Ethics and Big Data and Privacy (Lack of Information Justice, Autonomy and Transparency)- Manipulation: Socials Bots, Telephone fake Likes in Socialmedia- etc.

Special requirements

none

Accompanying material undefined

Separate exam Yes

Separate exam

Exam Type EN Fachgespräch (Interview) zu besonderen Fragestellungen (Szenario, Projektaufgabe, Literaturrecherche)

Details Preparation and submission of a term paper as an individual service (on a given topic)

Minimum standard Preparation and submission of a term paper as an individual service (on a given topic)

Expenditure classroom teaching

Type	Attendance (h/Wk.)
Seminar	2
Tutorial (voluntary)	0

– Lecture / Exercises

Learning goals

Goal type	Description
Skills	Creation of an own project on a practical media-ethical question.

Expenditure classroom teaching

Type	Attendance (h/Wk.)
Project	1
Tutorial (voluntary)	0

Special requirements

none

Accompanying material undefined

Separate exam Yes

Separate exam

Exam Type EN Projektaufgabe im Team bearbeiten (z.B. im Praktikum)

Details At the end of the semester presentation work/project as group work (in the form of exhibition or mini film or website).

Minimum standard At the end of the semester presentation work/project as group work (in the form of exhibition or mini film or website).