

Course

MEG - Media ethics and society

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^ General information

Long name	Media ethics and society
Approving CModule	MEG_BaMT
Responsible	Prof. Dipl.-Des. Nicole Russi Professorin Fakultät IME
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
Separate final exam	No

^ Seminar

Learning goals

Knowledge

Basic concepts of ethics:

- Definition of ethics, morality and media ethics
- Standards and ideal standards
- Levels/Areas of Media Ethics
- Fields of Application of Media Ethics
- Principles of scientific work
- Holistic understanding of problems - philosophy and technology

Media ethics as applied area-specific ethics and codes:

- 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)

Media ethics/areas in practice in the field of media technology:

- 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.

Expenditure classroom teaching

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

Separate exam

Exam Type

discussion (interview) about special issues (szenario, project assignment, literature research)

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)

Learning goals

Skills

Creation of an own project on a practical media-ethical question.

Expenditure classroom teaching

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

Separate exam

Exam Type

working on projects assignment with your team e.g. in a lab)

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).