

MCOM 1: Media ethics worksheet

Each worksheet has an ethical case study stapled to it. To prepare for your second writing assignment, you are being asked to examine a case study. If you have already chosen a case study for your paper, you may use that instead of the one attached to the worksheet. Use this worksheet to analyze your case study and work through the ethical issues involved. This worksheet will count as a **participation grade** toward your final grade.

PART I: WHAT IS THE ETHICAL ISSUE? (5 points)

In one sentence identify and describe the main ethical issue. **DO NOT** rewrite the entire prompt. Simplify it.

PART II: WHAT WERE THE POSITIVE OR NEGATIVE IMPACTS OF THE ISSUE? (10 points)

Explain why this ethical issue either had a positive or negative outcome, describe those outcomes.

PART III: APPLY THE BOK MODEL FOR ETHICAL DECISION MAKING (10 points)

Step into the role of the person or people in charge of the event that created the ethical issue. Use Sissela Bok's model to work through it. You can use these observations in your paper.

CONSULT YOUR CONSCIOUS: Is it right to you? What would you do? _____

SEEK ALTERNATIVES: Are there other ways to get the same outcome, without ethical problems arising? What are those other ways?

HOLD AN IMAGINARY DIALOGUE: What would others involved say if you could talk to them before the decision was made?
