

From:	KENNAN, SHANNON
Subject:	Lesson 4 Recap & Lesson 5 Discussion Board
To:	All course individuals

Hi everyone,

Nice work on the quizzes again this week. Over the next couple of days I will be contacting people to see if I can add your responses to the exemplary work folder for last week & this week. Overall it has been exciting for me to see the depth that you are digging into the issues. There are no simple answers. In many cases, there are several "good" choices (or several bad choices), that's what makes it a dilemma. I enjoy reading your opinions. Remember, ethics is about understanding HOW you think about things (your thought processes), WHAT you think (your opinions), and WHY you think that. You are getting really good at identifying the important parts of the issue, but don't forget to fully articulate what is going on in your brain and follow the ethical argument all the way through to the end.

One general piece of feedback... Last week we learned about some of the most unethical and destructive journalists in the business: Blair & Kelley, in particular. This week, all of the journalists in the case studies are GOOD journalists. The big take-away that crossed all of the situations is the **PERCEPTION** of bias. None of these journalists had complaints or reprimands about actual bias or other unethical practices. Instead, their editors were struggling to make decisions about what the public MIGHT think given certain salient facts.

This week's assignment is a little different: a **discussion board**. It is required and graded, so please make sure you understand the expectations. There is a rubric posted online at <https://courses.worldcampus.psu.edu/comm409fa10/common/discussionRubric.html>. Don't wait until the last minute! A discussion is an ongoing process. You can receive up to five (5) points for QUALITY and up to five (5) points for QUANTITY for a total of 10 points.

Purpose of the Discussion Board: to analyze course concepts as a class on a deeper level than in the readings or to use the readings to facilitate a deeper understanding.

Method for Discussion Board: interact with classmates and instructor by posting thoughtful discussion ideas in the discussion areas. There technically is no right or wrong answer for these assignments, but you must make your points based on factual evidence and in a clear and concise manner. This means with clear thesis statements, detailed explanations, apparent connection between concepts and behaviors, and strong organization.

READ: *Knowlton*: Part II: 22 & 23

WATCH: Part I of the PBS special series, *News War*, <http://www.pbs.org/wgbh/pages/frontline/newswar/view/>

Please let me know if you have any questions or if you want to re-write your quiz.
Shannon