

**1. General information****Course:** PROFESSIONAL ETHICS**Type:** CORE COURSE**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 4**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16530**ECTS credits:** 6**Academic year:** 2022-23**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** SANTIAGO ARROYO SERRANO - Group(s): 30

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course**Course competences**

Code	Description
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CE04	Know and decode the industrial and business phenomena of the audiovisual sector.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

Recognise and understand the main conceptual approaches related to digital cultures and contemporary technology.

Apply the principles of professional ethics and the ethical principles set out in the codes of ethics.

Handle the basic techniques of audiovisual production, both for conventional (television, cinema, radio) and contemporary (web, social networks) formats.

Pitch script proposals for commercial exploitation.

Examine the fundamental elements of the language of audiovisual communication in the process of composing information for transmission.

Become familiar with the processes of creation, design and production of audiovisual formats and programmes.

Acquire a global and diachronic vision of the dominant models and strategies in the social history of communication.

6. Units / Contents**Unit 1: Audiovisual communication in the transnational public sphere****Unit 1.1** Public sphere and democracy**Unit 1.2** Problems and challenges of communication in digital society**Unit 2: Objectivity, subjectivity and intersubjectivity in the communication construction****Unit 2.1** Truth, objectivity and power

Unit 2.2 Subjectivity, anthropocentrism and science

Unit 2.3 Intersubjectivity I: Husserl and the replication of the transcendental ego

Unit 2.4 Intersubjectivity II: Habermas and the theory of communicative action

Unit 2.5 Philosophical 'linguistic turn' and postmodernity

Unit 3: Ethics and Law distinction

Unit 4: Ethics in globalization and multicultural world: the Human Rights

Unit 4.1 Multiculturality, globalization, rights and difference

Unit 4.2 Genealogy of the Human Rights

Unit 4.3 Human Rights I: globalization, right to difference and current debates about

Unit 4.4 Human Rights II: Universalism, truth and power

Unit 4.5 The problem of 'universalism' from Gianni Vattimo's thought

Unit 4.6 Ontology of the present, hermeneutics of indignation

Unit 5: Professional Ethics

Unit 5.1 Professions and professional ethics principles

Unit 5.2 Deontological codes and self-regulation

Unit 5.3 Habits, values and ethical conducts in audiovisual communication

Unit 6: Case studies in information, fiction and publicity areas

Unit 6.1 Treatment of world's poor people

Unit 6.2 Treatment of Women

Unit 6.3 Personal privacy

Unit 6.4 Narrativity: Rorty and Nussbaum

Unit 6.5 Banality of evil

Unit 6.6 Emotion or/and thinking

Unit 6.7 Consumerism, publicity and consumer autonomy

Unit 6.8 Ethical problems of intellectual property

Unit 6.9 Moral identity in social media

Unit 6.10 Other issues

Unit 7: Ethical assessment of audiovisual communication products

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CB03 CG04 CG05 CG06	0.88	22	N	-	
Workshops or seminars [ON-SITE]	Workshops and Seminars	CB03 CG04 CG05 CG06 CG07	0.92	23	Y	N	
Writing of reports or projects [OFF-SITE]	Combination of methods	CB03 CG04 CG05 CG06 CG07	1.52	38	Y	N	
Group tutoring sessions [ON-SITE]	Guided or supervised work	CB03 CG04 CG05 CG06 CG07	0.6	15	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	CB03 CG04 CG05 CG06 CG07	2.08	52	Y	Y	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non- continuous evaluation*	Description
Theoretical papers assessment	0.00%	10.00%	
Final test	20.00%	20.00%	
Other methods of assessment	30.00%	0.00%	
Fieldwork assessment	15.00%	15.00%	
Progress Tests	15.00%	0.00%	
Portfolio assessment	10.00%	10.00%	
Projects	0.00%	30.00%	
Theoretical papers assessment	0.00%	15.00%	
Assessment of active participation	10.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

This plan could be readapted and changed in some points on the basis of the application of any extraordinary measures related to the pandemic of COVID-19. Nevertheless, even in this circumstance, percentages will be tried to be remain unchanged as much as possible.

It is NOT necessary to get a minimum grade on each activity of the evaluation plan to pass the course.

Plagiarism and standard spell checking rules will be applied to all the degree.

Passing grades will be kept for the extraordinary call as well as for next year calls.

It is not necessary to get a minimum grade on each activity of the evaluation plan neither in the final assessment test to pass the course.

Students who take part in ¿Ethics observatory¿ activity are able to get until 20% of increase in their final grade as long as their attendance to the Seminar about ethics matters is more than 80%.

Non-continuous evaluation:

It is not necessary to get a minimum grade on each activity of the evaluation plan neither in the final assessment test to pass the course.

Plagiarism and standard spell checking rules will be applied to all the degree.

Passing grades will be kept for the extraordinary call as well as for next year calls.

Specifications for the resit/retake exam:

It is not necessary to get a minimum grade on each activity of the evaluation plan neither in the final assessment test to pass the course.

Passing grades will be kept for the extraordinary call as well as for next year calls.

Specifications for the second resit / retake exam:

It is not necessary to get a minimum grade on each activity of the evaluation plan neither in the final assessment test to pass the course.

Passing grades will be kept for the extraordinary call as well as for next year calls.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 7): Audiovisual communication in the transnational public sphere	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 2 (de 7): Objectivity, subjectivity and intersubjectivity in the communication construction	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 3 (de 7): Ethics and Law distinction	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	3
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	1
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Unit 4 (de 7): Ethics in globalization and multicultural world: the Human Rights	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	12
Unit 5 (de 7): Professional Ethics	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	10
Unit 6 (de 7): Case studies in information, fiction and publicity areas	
Activities	Hours
Workshops or seminars [PRESENCIAL][Workshops and Seminars]	21
Writing of reports or projects [AUTÓNOMA][Combination of methods]	28
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	7
Study and Exam Preparation [AUTÓNOMA][Self-study]	10
Unit 7 (de 7): Ethical assessment of audiovisual communication products	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	1
Workshops or seminars [PRESENCIAL][Workshops and Seminars]	2
Writing of reports or projects [AUTÓNOMA][Combination of methods]	10
Study and Exam Preparation [AUTÓNOMA][Self-study]	2
Global activity	
Activities	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	52
Workshops or seminars [PRESENCIAL][Workshops and Seminars]	23
Group tutoring sessions [PRESENCIAL][Guided or supervised work]	15
Class Attendance (theory) [PRESENCIAL][Lectures]	22
Writing of reports or projects [AUTÓNOMA][Combination of methods]	38
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
SONTAG, SUSAN	Ante el dolor de los demás	Debolsillo	Barcelona	978-84-9908-237-0	2010	

VATTIMO, GIANNI	https://www.penguinlibros.com/es/literatura-contemporanea/35737-libro-ante-el-dolor-de-los-demas-9788499082370	Adios a la verdad	Gedisa	Barcelona	978-84-9784-167-2	2010
	https://gedisa.com/ficha.aspx?idcol=300&cod=302591&titulo=Adi%c3%b3s-a-la-verdad&aut=Vattimo,%20Gianni#.Yrg6FXZBzIU					
DI CESARE, DONATELLA	Extranjeros residentes. Una filosofía de la migración	Amorrrortu	Buenos Aires	978-95-0518-300-5		2020
	https://www.amorrrortueditores.com/papel/9789505183005/Extranjeros+residentes					
HERRERO OLIVERA, LAURA & URQUIJO REGUERA, MARIANA [Eds.]	Filosofía entre fronteras: conceptuales y políticas. Nómadas, exilios, refugios	Antígona	Madrid	978-84-18119-25-5		2021
	https://edicionesantigona.com/filosofia/249-filosofia-entre-fronteras-conceptuales-y-politicas-laura-herrero-olivera-y-mariana-urquijo-reguera.html					
LÓPEZ, BILY [Coord.]	Hermenéutica, lenguaje y violencia: perspectivas en el Siglo XXI	Fénix Filosofía Ed. - Ed. UNAM	Sevilla - Ciudad de México	978-84-120078-9-3		2020
	https://publicacionesfenixeditora.wordpress.com/2020/12/20/hermeneutica-lenguaje-y-violencia-perspectivas-en-el-siglo-xxi/					
TAIBO, CARLOS	Colapso. Capitalismo terminal, transición ecosocial, ecofascismo	Catarata	Madrid	978-84-9097-891-7		2020
	https://www.catarata.org/libro/colapso-5a-edicion_105834/					
BALIBAR, ÉTIENNE	Violencias, identidades y civilidad. Para una cultura política global	Gedisa	Barcelona	978-84-9784-063-7		2005
	https://gedisa.com/ficha.aspx?idcol=1000&cod=310010&titulo=Violencias%2c-identidades-y-civilidad&aut=Balibar,%20%C3%89tienne#.Yrg43nZBzIU					
MALDONADO, REBECA [Coord.]	Dimensiones del habitar. Ontología política poética	UNAM - Akal	Ciudad de México			2022
ESPINOSA ANTÓN, FRANCISCO JAVIER	Inventores de la paz, soñadores de Europa. Siglo de la Ilustración	Biblioteca Nueva	Madrid	978-84-9940-570-4		2012
	https://malpasoycia.es/libreria/inventores-de-la-paz/					
VATTIMO, GIANNI	Alrededores del ser	Galaxia Gutenberg	Barcelona	978-84-17971-57-1		2020
	http://www.galaxiagutenberg.com/libros/alrededores-del-ser/					
ESPOSITO, ROBERTO	Comunidad, inmunidad y biopolítica	Herder	Barcelona	978-84-254-2600-1		2009
	https://www.herdereditorial.com/comunidad-inmunidad-biopolitica_1					
SERRANO MARÍN, VICENTE (Coord.)	Ética y globalización: cosmopolitismo, responsabilidad y diferencia en un mundo global	Biblioteca Nueva	Madrid			2004
	https://www.marcialpons.es/libros/etica-y-globalizacion/9788497422581/					
LAVAL, CHRISTIAN & DARDOT, PIERRE	La nueva razón del mundo	Gedisa	Barcelona	978-84-9784-744-5		2015
	https://www.gedisa.com/ficha.aspx?idcol=1019&cod=891021&titulo=La-nueva-raz%c3%b3n-del-mundo&aut=Laval,%20Christian%20/%20Dardot,%20Pierre#.Yrgt8HZBzIU					
GADAMER, HANS-GEORG	El giro hermenéutico	Cátedra	Madrid	978-84-376-1626-1		2007
	https://www.catedra.com/libro/teorema-serie-mayor/el-giro-hermeneutico-hans-george-gadamer-9788437616261/					
HABERMAS, JÜRGEN	Teoría de la acción comunicativa	Trotta	Madrid	978-84-9879-072-6		2018
	https://www.trotta.es/libros/teoria-de-la-accion-comunicativa/9788498790726/					
ORTIZ GALA, IRENE	La desigualdad de la ciudadanía			0210-4857		2020
	https://revistas.upsa.es/index.php/cuadernossalmantinos/article/view/172/122					
GÓMEZ, CARLOS & MUGUERZA, JAVIER [Eds.]	La aventura de la moralidad (Paradigmas, fronteras y problemas de la ética)	Alianza	Madrid	978-84-206-4872-9		2012
	https://www.alianzaeditorial.es/libro/alianza-ensayo/la-aventura-de-la-moralidad-carlos-gomez-ed-9788420648729/					
FABRIS, ADRIANO	El giro lingüístico: hermenéutica y análisis del lenguaje	Akal	Tres Cantos (Madrid)	84-460-1519-6		2001
	https://www.akal.com/libro/el-giro-linguistico-hermeneutica-y-analisis-del-lenguaje_32275/					
GARCÍA, FRANCISCO	Ética y narración audiovisual	Icono 14 Editorial	Madrid			2011
CHOI, M., GLASSMAN, M y CRISTOL, D.	What it means to be a citizen in the internet age: Development of a reliable and valid digital citizenship scale					2017
LINGREN, SIMON	Data Theory	Polity,	Cambridge			2020
MUÑOZ, JUAN JOSÉ	De Casablanca a Solas. La creatividad ética en cine y televisión	Eunsa	Madrid			2005
PAGOLA, JUAN & ECHÁNIZ, ARANTZA	Ética del profesional de la comunicación	Desclée de Brouwer	Bilbao			2004
YOUNG, IRIS MARION	Responsabilidad por la justicia	Morata	Madrid			2011
FRAZER, NANCY	Escalas de justicia	Herder	Barcelona			2008
PAPACHARISSI, ZIZI	A private sphere. Democracy in a digital age	Polity	Cambridge			2011
PAPACHARISSI, ZIZI	Affective publics. Sentiment. Technology and Politics	Oxford	New York			2011
CODINA, MÓNICA	Apuntes para una deontología de la comunicación	Eunsa	Pamplona			2008

SUÁREZ, JUAN CARLOS	Los límites éticos del espectáculo televisivo	MAD	Sevilla		2006
CONILL, JESÚS MARCIAL y GOZÁLVEZ, VICENT (coords.)	Ética de la Comunicación y nuevos retos sociales	Gedisa	Barcelona		2004
COLLSTE, GÖRAN	Ethics and Communication: Global Perspectives	Rowman & Littlefield International	London/New York		2016
AZNAR, HUGO	Ética de la Comunicación y nuevos retos sociales	Paidós	Barcelona		2005
PAPACHARISSI, ZIZI	After Democracy	Yale University Press	New Haven / Londres		2021
ESS, CHARLES	Digital Media Ethics	Polity	Cambridge		2020
MÉNDIZ, ALFONSO	Una ética olvidada: publicidad, valores y estilos de vida https://dialnet.unirioja.es/servlet/articulo?codigo=2538172				2005
HERNÁNDEZ, ANTONIO & ESPINOSA, FRANCISCO JAVIER [Coords.]	Razón, persona y política. Algunas perspectivas filosóficas	Ediciones de la Universidad de Castilla-La Mancha	Cuenca	84-89492-37-9	1996
GADAMER, HANS-GEORG	Verdad y método (I) http://www.sigueme.es/libros/verdad-y-metodo-i.html	Ediciones Sígueme	Salamanca	978-84-301-0463-5	2017
GADAMER, HANS-GEORG	Verdad y método (II) http://www.sigueme.es/libros/verdad-y-metodo-ii.html	Ediciones Sígueme	Salamanca	978-84-301-1180-8	2015
BENHABIB, SEYLA	Otro universalismo: Sobre la unidad y diversidad de los derechos humanos https://isegoria.revistas.csic.es/index.php/isegoria/article/view/627/628			1130-2097	2008
FABRIS, ADRIANO	Ethics of information and communication technologies https://link.springer.com/book/10.1007/978-3-319-75511-3	Springer	Cham, Switzerland	978-3-319-75511-3	2018