MAC430: Media Ethics (2 Units)

Department of Mass Communication

Covenant University
1. MAC430
1.1. MAC430: Media Ethics (2 Units)

This course deals with the examination of the nature of ethics and morality, theories of ethics, ethical principles, with particular regard to the ethical requirement of mass communication profession and its professionals. Codes of ethics in journalism, broadcasting, and public relations are also analyzed. The NUJ/Press Council, the APCON, NBC, NIPR codes of ethics etc are examined. The concepts of brown envelope and /or gratifications are discussed and the need to have and preserve the journalistic integrity is part of the focal points of this course. The course also deals with the common ethical issues prevalent in the Nigerian media industry.