



UNIWERSYTET  
IM. ADAMA MICKIEWICZA  
W POZNANIU

## Ethical issues

### Educational subject description sheet

#### Basic information

<b>Study programme</b> Global Communication		<b>Didactic cycle</b> 2023/24
<b>Speciality</b> -		<b>Subject code</b> 09GLCS.18KU.02924.23
<b>Organizational unit</b> Faculty of Modern Languages and Literatures		<b>Lecture languages</b> English
<b>Study level</b> First-cycle programme		<b>Course type</b> Elective
<b>Study form</b> Full-time		<b>Block</b> Complementary major subjects
<b>Education profile</b> General academic		
<b>Subject coordinator</b>	Marta Koszko	
<b>Lecturer</b>	Marta Koszko	
<b>Period</b> Semester 4	<b>Activities and hours</b> • Lecture: 30, Graded credit	<b>Number of ECTS points</b> 4

#### Goals

Code	Goal
C1	The aim of the course is to familiarize students with the basic notions related to the concept of ethics. Through theory and reference to the real life examples ethical issues present in various spheres of life will be discussed. The course addresses the notions of morality, ethical issues in language, visual communication, global technology, focuses on comparison of approaches to ethical problems across religions and cultures, as well as aims to discuss ethical dilemmas.

## Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
<b>Knowledge - Student:</b>			
W1	understands the concept of ethics.	GLC_K1_W01, GLC_K1_W04	Project
W2	understands the importance of ethics in global communication.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05	Project
W3	understands different approaches to ethical problems across religions and cultures.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05	Project
W4	knows the rules of ethical communication and behaviour.	GLC_K1_W01, GLC_K1_W03, GLC_K1_W04, GLC_K1_W05, GLC_K1_W08	Project, In-class discussion
W5	possesses the knowledge to assess ethical dilemmas.	GLC_K1_W01, GLC_K1_W04	Project
<b>Skills - Student:</b>			
U1	can define the basic ethical concepts.	GLC_K1_U01, GLC_K1_U02	Project
U2	can identify the differences in the perception of ethical notions across religions and cultures.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U04, GLC_K1_U06	Project
U3	can participate in discussions concerning ethical dilemmas in the contemporary world.	GLC_K1_U01, GLC_K1_U02, GLC_K1_U06, GLC_K1_U10	Project, In-class discussion
U4	applies ethical language in a wide range of communication practices.	GLC_K1_U01, GLC_K1_U04, GLC_K1_U06	Project, In-class discussion
<b>Social competences - Student:</b>			
K1	is ready to distinguish between ethical and unethical practices in various social contexts.	GLC_K1_K03, GLC_K1_K04, GLC_K1_K06, GLC_K1_K07	Project, In-class discussion
K2	is ready to show respect towards differences in the perception of ethical standards/practices across religions and cultures.	GLC_K1_K01, GLC_K1_K02, GLC_K1_K03, GLC_K1_K04, GLC_K1_K06, GLC_K1_K07, GLC_K1_K08	Project, In-class discussion
K3	is ready to present critical assessment of ethical problems/issues.	GLC_K1_K01, GLC_K1_K02, GLC_K1_K03	Project

## Study content

No.	Course content	Subject learning outcomes	Activities
1.	The concept of ethics	W1, W2, W3, W4, W5, U1, U2, U3, K1, K3	Lecture
2.	The concept of morality - what does it mean to be moral (individual vs. global/social perspective)	W1, W2, W3, W4, W5, U1, U2, U3, K1, K2, K3	Lecture
3.	Ethical issues across religious traditions - examples and analysis (identity, questions of right and wrong, conflict and violence, family/relationship issues, global issues)	W1, W2, W3, W4, W5, U2, U3, K1, K2, K3	Lecture
4.	Ethical issues and global technology/digital development (the concept of privacy, mass media, AI)	W1, W2, W4, W5, U3, K1, K3	Lecture
5.	Ethical dilemmas in the contemporary world (environment/ecology, minimalism vs. consumerism; health)	W1, W2, W4, W5, U1, U3, K1, K2, K3	Lecture
6.	Language ethics	W1, W2, W3, W4, U3, U4, K1, K2, K3	Lecture
7.	Ethical issues in visual communication	W1, W2, W3, W4, W5, U1, U2, U3, K1, K3	Lecture

## Additional information

Activities	Teaching and learning methods and activities
Lecture	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture, Discussion, Audio and/or video demonstrations

Activities	Credit conditions
Lecture	Preparation of the project on a selected topic related to ethical issues and obtaining a positive grade

## Literature

### Obligatory

1. Baggini, J. and P.S. Fosl. 2007. The Ethics Toolkit: A Compendium of Ethical Concepts and Methods. Wiley-Blackwell.
2. Fritz, J.M.H. 2014. Communication ethics and crisis. Fairleigh Dickinson University Press
3. Fuchs, Ch. 2022. Digital Ethics: Media, Communication and Society Volume Five: 5. Routledge.
4. Jackson, E., Goldschmidt, T., Crummett, D. and R. Chan. 2021. Applied Ethics: An Impartial Introduction. Hackett Publishing Co, Inc.
5. LaFollette, H. 2020. Ethics in Practice: An Anthology. Blackwell Philosophy Anthologies.
6. Morgan, P. and C. Lawton (eds). 2007. Ethical issues in six religious traditions. Edinburgh University Press.

## Calculation of ECTS points

Activities	Activity hours*
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Lecture	30
Preparation for classes	10
Reading the indicated literature	40
Preparation of a project	40
<b>Student workload</b>	<b>Hours</b> 120
<b>Number of ECTS points</b>	<b>ECTS</b> 4

\* academic hour = 45 minutes

## Efekty uczenia się dla kierunku

Kod	Treść
GLC_K1_K01	The graduate is ready to constantly update and improve their knowledge, skills and competence in interpreting cultural-linguistic-communicative phenomena and using them effectively
GLC_K1_K02	The graduate is ready to adopt a critical attitude towards the assimilated knowledge and common opinions, consult experts
GLC_K1_K03	The graduate is ready to actively seek new solutions, especially at the cultural-linguistic-communicative level, while showing openness to alternative theoretical and practical proposals
GLC_K1_K04	The graduate is ready to undertake communication activities and co-create interpersonal relations in a professional environment, especially one that is linguistically and culturally diverse
GLC_K1_K06	The graduate is ready to carry out the tasks entrusted to them in a professional manner and observe professional ethics
GLC_K1_K07	The graduate is ready to participate consciously and responsibly in socio-cultural life, respecting traditions and cultural heritage and displaying an attitude of tolerance and understanding towards cultural, linguistic and communicative diversity
GLC_K1_K08	The graduate is ready to establish contacts and activities in a linguistically, culturally, geographically and socially diverse international environment
GLC_K1_U01	The graduate can use theoretical knowledge, research paradigms and conceptual and terminological apparatus appropriate to the field of study, i.e. knowledge of communicology, linguistics, literary studies, literary and cultural comparative studies and history, and use it to formulate, analyze and solve issues arising from communication
GLC_K1_U02	The graduate can properly analyze the causes and course of specific linguistic, literary-cultural, historical-social and communicative phenomena and processes, as well as their interconnection and interpenetration
GLC_K1_U04	The graduate can search for, analyze, evaluate, select, evaluate and use information using a variety of sources and methods of obtaining it
GLC_K1_U06	The graduate can independently, analytically and critically interpret linguistic and literary texts and cultural phenomena
GLC_K1_U10	The graduate can use the skills of substantive argumentation (taking into account the views of other authors) and formulate their own opinions and express them in speech and writing
GLC_K1_W01	The graduate knows and understands in an advanced degree the place of communication issues and problems in the system of sciences, especially its subject and methodological connections with the disciplines of language and literary sciences in the humanities
GLC_K1_W03	The graduate knows and understands in an advanced degree the linguistic, literary and socio-cultural foundations of communication with a special focus on the East Slavic cultural-linguistic-communicative space
GLC_K1_W04	The graduate knows and understands functional diversity of communication, basic communication strategies and their applicability in the practice of global communication
GLC_K1_W05	The graduate knows and understands connections of global communication with linguistics and literary studies and related areas, as well as basic concepts and issues in the study of the language, literature and cultural contexts of the Eastern Slavic language area
GLC_K1_W08	The graduate knows and understands the complex nature of communication and language and their complexity and variability