SYLLABUS

Course Information						
Code:	**ETM53003**	Course:	**ÉTICA Y COMUNICACIÓN**			
Coordination Area / Program:		**FAC. COMUNICACIONES**			Mode:	**Presencial**
Credits: **04**		Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: **128**
		H.Teoria	64	0	64	
		H.Práctica	0	0	0	
		H.Laboratorio	0	0	0	
Period: **2024-02**		Start date and end of period: **del 19/08/2024 al 08/12/2024**				
Career: **COMUNICACIONES**						

Course Pre-requisites		
Code	**Course - Credits**	**Career**
	> 160 Créditos.	COMUNICACIONES

Course Coordinators			
Surname and First Name	**Email**	**Contact Hour**	**Contact Site**
GAYOSO DIESTRA, ROSA LUZ		9 a.m. - 7 p.m.	Oficina Campus Fernando Belaúnde Terry

Instructors
You can check the timetables for each teacher in their INFOSIL in the *Classes Development Teachers* option *Teachers.*

Course Overview
Ethics and Communication is a specialized theoretical training course. The competencies contribute to the development of communication products, campaign planning, and integral communication. This course is an essential foundation for professional and business development, defining specific parameters of good practices and personal and institutional duties. The thematic axes developed in this course are the basis of philosophical, legal, and guild normative arguments, real cases that raise controversies and demand definitions regarding communication ethics, the values promoted by the media, and corporate ethics. The creditable product is the presentation and exhibition of a work with research content about what has been learned throughout the course.

Competencias Profesionales y/o Generales			
Career/Program	**Abbreviation/ Denomination of the skill**	**Skill Level**	**Learning Outcomes**
COMMUNICATIONS	CG1: Integral Communication	N3 Develops written academic texts and oral communications using the English norms, sources, in which expresses critical judgment about certain specific academic, professional, or social situations to contribute to the transformation of the environment	• Communicates orally and in writing, understanding various messages in a variety of situations and for different purposes. • Interprets and produces texts considering the required internal and external structure. • Formulates convincing arguments, both orally and in writing, taking into

			account other points of view. • Communicates orally, in writing, and non-linguistically, applying essential knowledge specific to their field of expertise .
	CP1: Development of Communication Products	N3 Develops communication products by applying language and techniques from different media and fulfilling various roles in work teams.	• Identifies situations and products of media communication, considering the fundamental elements of Communications. • Analyzes the relevance of different stakeholder groups and develops a diagnosis with a respective communication plan.
	CP2: Planificación de Campañas	N3 Plans communication campaigns that respond effectively and creatively to the needs of different social groups	• Develops a communication strategy based on information extracted from the advertiser to contribute to the realization of an advertising campaign. • Applies creative and effective strategies for advertising messages and products aimed at specific audiences, conceptualizing and researching the product or service to be developed for an optimal, clear, and ingenious message. • Develops and elaborates the media mix within the planning strategy, selecting the appropriate media channels according to the type of campaign and the costs of broadcast, based in turn on quantitative and qualitative indicators for measuring audiences and their respective applications.

General Course Result	Unit Result

	1. 1. At the end of the unit, the student presents an academic essay on an ethical case in Peru based on philosophical, legal, and guild regulatory arguments with ethics and responsibility.
At the end of the course, the student develops the presentation and exposition of the final research work considering the foundation of philosophical, legal, and guild regulations arguments; real cases that pose controversies and demand definitions regarding communicational ethics; as well as the values promoted by media and corporate ethics.	2. 2. At the end of the unit, the student presents an academic essay on real cases that pose controversies and demand definitions regarding communicational ethics with ethics and responsibility.
	3. At the end of the unit, the student presents an academic essay in which the values promoted by the media and corporate ethics are evidenced with responsibility and ethics

Development of activities

Unit Result 1: *1. At the end of the unit, the student presents an academic essay on an ethical case in Peru based on philosophical, legal, and guild regulatory arguments with ethics and responsibility.*

Session 1: *At the end of the session, the student selects a case study in Peru regarding ethics based on philosophical, legal, and guild regulatory arguments.*		Semana 1 a 3
Learning Activities	**Contents**	**Evidence**
Review the Peruvian case applied to ethics based on philosophical, legal, and regulatory arguments.	Ethics in the professional development of the communicator. Media in shaping audience perceptions. Stereotypes. The role of media in shaping value judgments.	Presentation of the selected topic for study in Peru on ethics based on philosophical, legal, and guild regulatory arguments
Session 2: *At the end of the session, the student presents an academic essay on ethics based on philosophical, legal, and guild regulatory arguments.*		Semana 4 a 6
Learning Activities	**Contents**	**Evidence**
Identify through praxis the responsibility that individuals have from the moment we observe, perceive an event, person, or thing, judge, and issue a value judgment.	The responsibility of transmitting content. Quality and Ethics vs Human Quality.	Present a group scientific essay that delves into one or more topics of the subject and presents a case that is reflected upon or analyzed from ethical and deontological principles.

Unit Result 2: *2. At the end of the unit, the student presents an academic essay on real cases that pose controversies and demand definitions regarding communicational ethics with ethics and responsibility.*

Session 3: *At the end of the session, the student selects a controversial case study in Peru*		Semana 7 a 8
Learning Activities	**Contents**	**Evidence**
Analyzing Peruvian and foreign cases through which the topic of ethics is controversial when transmitting information. Recognizing the usefulness of ethics in media analysis.	Values promoted by mass media. Ethics in relation to information, education, culture, and entertainment in the media. Radio and Television as means of transmitting values and anti-values. The need for ratings.	Selecting a topic to elaborate on a group research essay that delves into one of the topics covered in class. Initiating research and individually constructing a glossary of terms related to the subject.
Session 4: *At the end of the session, the student presents an academic essay related to the Peruvian reality with the messages in the media.*		Semana 9 a 11
Learning Activities	**Contents**	**Evidence**
Recognizing the importance of journalists regarding their duty to inform and their right to express opinions. Analyzing controversial cases related to the exercise of freedom of expression. Recognizing ethical parameters	Film industry as a vehicle for values and behavioral models. Ethics as an ideological, political, and religious concept in cinema. The right to be informed truthfully. Objectivity. Defamation. Freedom of expression. Privacy.	Present a group scientific essay that delves into one or more topics of the subject and presents a case that is reflected upon or analyzed from ethical and deontological principles.

and best practices in advertising activities.		

Unit Result 3: *At the end of the unit, the student presents an academic essay in which the values promoted by the media and corporate ethics are evidenced with responsibility and ethics*

Session 5: *At the end of the session, the student selects a controversial case study in Peru.*		Semana 12 a 16
Learning Activities	**Contents**	**Evidence**
Recognize the importance of the Sustainable Development Goals (SDGs) in the business world as an invitation to join in exercising the company as an agent of change. Recognize the importance of ethics in the field of communication and its specialties.	Lobbying. Ethics in business. The SDGs (Sustainable Development Goals) and ethics in companies. Development of the final course project. Review of topics based on the cases presented by students.	Oral and written presentation of an academic essay that demonstrates the values promoted by the media and corporate ethics with responsibility and ethics (CREDITABLE PRODUCT).

Methodology

The course will be developed based on the following methodologies: Collaborative learning, flipped classroom, and the scientific method in the classroom. The course will be centered on the application of an active methodology in which knowledge will be constructed by the student, who will prepare and carry out oral presentations, assignments, text comprehension, and other activities. In this sense, the professor, in addition to presenting certain topics in class, will serve as a facilitator or guide in the learning process.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	**70%**			
Promedio de Trabajos	**100%**			
Trabajo 1	50%	Average of the assessments that will be conducted between week 1 and week 8.	Semana 8	No
Trabajo 2	50%	Average of the assessments that will be conducted between week 1 and week 8.	Semana 15	No
Evaluación Final	**30%**	Creditable product.	Semana 16	No

Attendance Policy

Total Percentage Absences Permitted	30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

[1] Aguirre Romero, María Javiera (2016). *Etica de los medios de comunicación .* (2016). Herder Editorial.
[2] Agejas, José Ángel (2002). *Ética de la comunicación y de la información /.* (2002). Ariel,.
[3] Aznar, Hugo (2005). *Comunicación responsable : la autorregulación de los medios .* (2a ed.). Ariel.
[4] Bettetini, Gianfranco (2001). *Lo que queda de los medios: ideas para una ética de la comunicación .*
(2001). Ediciones Universidad de Navarra,. .

References Supplementary

[1] Burgueño, José Manuel (2009). *Los renglones torcidos del periodismo: mentiras, errores y engaños en
el oficio de informar /.* (UOC). UOC,.
[2] White, Robert (2007). *Comunicar comunidad: aportes para una ética de la comunicación pública.*
(2007). La Crujía.
[3] Fernández del Moral, Javier (2002). *Deontología, función social y responsabilidad de los profesionales
de la comunicación ciclo de conferencias .* (2002). Consejo Social de la Universidad Complutense de
Madrid. .

Prepared by:	Approved by:	Validated by:
GAYOSO DIESTRA, ROSA LUZ / LARRIVIERE ROJAS, GISELE CECILIA /	RODRICH PORTUGAL, ROLANDO	Office of Curriculum Development
Date: 14/08/2024	Date: 15/08/2024	Date: 16/08/2024