

Predmet bo razdeljen na dva sklopa. Prvi, ki predstavlja temelj, na katerem bodo obravnavana vprašanja drugega sklopa, bo posvečen temeljnim vprašanjem etike. Drugi sklop bo ožje in bistveno bolj praktično naravnani. Tu bodo izpostavljena nekatera ključna vprašanja etičnega in odgovornega delovanja v medijskem svetu. Drugi sklop bo temeljil na študijah primerov in bo terjal večji angažma s strani študentov.

PRVI SKLOP: Etika

1. Uvod v etiko: opredelitev ključnih pojmov: etika, morala, vrline, vrednote, etično delovanje, etični kodeksi, odgovornost, družbena odgovornost ...
2. Pojasnitev ključnih etičnih kategorij: enakost, pravičnost, dobro, srečnost, svoboda, odločanje, vloga razuma in čustev v etičnih odločitvah, odgovornost, dolžnost ...
3. Pregled različnih etičnih šol.
4. Etika vrlin in deontološka etika.
5. Poklicne etike.

DRUGI SKLOP: Etično in odgovorno delovanje v medijskem svetu. V tem sklopu bodo na osnovi spoznanj, ki so jih študentje pridobili v prvem sklopu, tematizirana konkretna vprašanja, s katerimi se vsakodnevno srečujemo v medijskem prostoru.

1. Problem resničnosti in lažnosti; kako razumeti resnično in lažno medijsko poročanje. Odnos med videzom, resnico in lažjo.
2. Problem objektivnosti in nevtralnosti, ali je sploh možno zares objektivno in nevtralnno poročanje?
3. Vprašanje subjektivnosti, pristranskosti in uravnoveženosti poročanj.
4. Odgovornost in avtonomnost medijskega poročanja.
5. Problem širjenja lažnih novic.

The subject will be divided into two strands. The first, which represents the basis on which to address the issues of the second set, will be devoted to the fundamental questions of ethics. The second set will be more narrowly and substantially more practical. Here some key issues of ethical and responsible action in the media world will be exposed. The second set will be based on case studies and will require greater engagement by students.

FIRST PART: Ethics

1. Introduction to ethics: defining key concepts: ethics, morality, virtues, values, ethical action, ethical codes, responsibility, social responsibility ...
2. Clarification of key ethical categories: equality, justice, good, happiness, freedom, decision-making, the role of reason and emotions in ethical decisions, responsibility, duty ...
3. Review of different ethical schools.
4. Ethics of virtue and deontological ethics.
5. Professional ethics.

SECOND PART: Ethical and responsible action in the media world. In this context, on the basis of the lessons learned from the students in the first part, the concrete questions that we encounter in the media will be discussed on a daily basis.

1. The problem of reality and falsehood; how to understand genuine and fake media reporting. The relationship between the appearance, the truth, and the lie.
2. The problem of objectivity and neutrality, is it possible at all to report objectively and neutrally?
3. The question of subjectivity, bias and balance of reports.
4. Responsibility and autonomy of media reporting.
5. The problem of spreading fake news.

6. Javno in zasebno komuniciranje: problem etično spornih načinov pisanja na socialnih omrežjih.
7. Problem »pompoznega« poročanja in problem zamolčanih novic.
8. Razkrivanje spornih dokumentov (žvižgači).

6. Public and private communication: the problem of ethically disputable ways of writing on social networks.
7. The problem of "pompous" reporting and the problem of missing news.
8. Disclosure of disputable documents (whistleblowers).