

For this writing assignment you will write an original and concise case study of some texts or communicative practices that were published, broadcast, or occurred for the first time within the time frame of this quarter. You can focus on written, audio, and/or visual texts (examples include a print or video advertising campaign, a political speech, a music video, a television show, and so forth). Communicative practices can be personal or professional (examples include organizational communication, interpersonal communication, marketing strategies, PR practices, and so forth). Your paper should be structured into five sections, as follows:

### **Title**

Begin with a one-paragraph introduction that briefly introduces the case, offers a rationale for why it is an important ethical case study, and identifies the ethical criteria that will be applied to the case.

### **Subheading** (name the case)

Provide an overview/description of the case you are focusing on and the dates it was published, broadcast, or occurred. You may also include appendices at the end of your paper for photos, a transcript, news articles, or other material constituting your case.

### **Subheading** (name the ethical criteria)

Provide a detailed overview of the ethical criteria you will use to assess the texts or practices, with a rationale for why you chose them.

### **Ethical Analysis**

Provide an assessment of the case by applying your ethical criteria to it and explaining your reasoning.

### **Conclusion**

Provide a one-paragraph summary conclusion.

All papers must be grounded in, and supported by, relevant peer-reviewed scholarship. Class readings may be used for this purpose, but you must also include references to a reasonable number of other scholarly articles, reflecting your own independent research. The scholarship you cite should include ethical arguments that support your choice of ethical criteria. The scholarship you cite can also include empirical evidence or data that supports your assessment of the case study. Citations and a References section should be included in your paper in APA style.

Non-peer-reviewed sources such as web sites, news sources, videos, and lecture notes should not be used as citations supporting your argument. However, you can include references to web sites, news sources, or videos if they are the focus of your case study, in order to enable the reader to look up the original case.

The assignment will go through three drafts. The first complete draft will be peer-reviewed before being revised. The more complete the paper is at the point of peer review, the more valuable the peer feedback can be. After an initial revision is made based on this feedback, a second complete draft with full bibliography will be submitted to the instructor for another round of feedback (instructor feedback will not be provided on incomplete drafts). The paper will then be revised again for final submission.

The final paper should be very concise and only 5-6 pages long (plus the bibliography and any appendices). It should NOT have a cover page, but it should have your name, the course number, and a clear title on the top of the first page. All papers should be typed and double-spaced, with a 12-point font, one inch margins on all sides, and page numbers.

Divide your paper into sections using clear subheadings, and make sure that each section builds on the previous section in a logical manner. Include these subheadings in your early drafts.

Attention must also be paid to normal conventions of formal writing (spelling, grammar, syntax, punctuation, etc.) as well as coherent organization, logical development, effective transitions, and so forth. Be sure you define all terms throughout the paper that most people would be unfamiliar with (assume your reader has not taken this class).

Use this paper as an opportunity to demonstrate to the professor your grasp of key concepts in ethics, as well as your ethical reasoning skills.

Finally, given that this is an ethics course, there will be a strict no-tolerance policy toward plagiarism. Plagiarism on this writing assignment will result in failure of the entire course.

### **Learning Objectives**

Students who complete this assignment should:

- (a) develop greater writing proficiency
- (b) deepen their comprehension of key ethical concepts
- (c) develop stronger ethical reasoning skills

## Evaluation Rubric

Formatting: two drafts completed on schedule and stapled to back of final draft; no cover page; 1st page includes name, title, course number; maximum 6 pages plus References section; double-spaced, 12 point font, 1-inch margins, page numbers on upper right corner (except first page_.	1	2	3	4	5
Formatting: adheres to APA style for in-text citations and bibliography.	1	2	3	4	5
Argument: has a clear and coherent thesis that is supported with appropriate evidence, including citations of relevant peer-reviewed scholarly sources, at least 3 of which are not from class readings (no web sites, videos, or lecture notes should be cited as evidence).	1	2	3	4	5
Argument: focuses on a clearly identified text or practice that was published, broadcast, or occurred for the first time within the time frame of this quarter.	1	2	3	4	5
Argument: demonstrates a grasp of key concepts in ethics and defines terms that most people would be unfamiliar with.	1	2	3	4	5
Argument: demonstrates ethical reasoning skills through the application of specific ethical criteria.	1	2	3	4	5
Audience: communicates effectively in an audience appropriate and context sensitive manner (assume a non-specialist audience without training in ethics); clear and concise (not vague or wordy)	1	2	3	4	5
Conventions: adheres to appropriate conventions of formal writing (spelling, grammar, syntax, punctuation, etc.).	1	2	3	4	5
Organization: has a coherent structure, logical development and sequencing of ideas, and effective transitions; follows five-part structure specified in the assignment description.	1	2	3	4	5
Overall coherence and attention to detail.	1	2	3	4	5
Total =					/ 50

unsatisfactory = 1 / poor = 2 / satisfactory = 3 / very good = 4 / excellent = 5