

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PROFESSIONAL ETHICS AND DEONTOLOGY		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	3035
Teaching period:	Fifth-Sixth semester		
Area:	Anthropology		
Module:	Bases for a Theory of Audio-visual Communication		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La Ética pretende formar al universitario en una serie de valores morales para que guíe su actuar en las aulas y, en última instancia, su comportamiento profesional el día de mañana. Se quiere que el alumno se sensibilice con las cuestiones éticas y razone en consecuencia cuando deba enfrentarse a diversas decisiones en su vida.

La universidad atendiendo a las demandas reales de la sociedad y a la situación cambiante del mundo profesional, debe dotar a los alumnos de conocimientos y destrezas generales, científicos y humanísticos, donde la formación ética debe tomar relevancia.

El punto de partida del estudio de la Ética, lleva al alumno a plantearse la necesidad de profundizar en el fundamento antropológico y metafísico de la experiencia y el conocimiento moral.

A través de las virtudes, o claves del desarrollo personal, el alumno analiza las decisiones y la vivencia personal de la exigencia moral.

La Ética consigue desarrollar los principios racionales que facilitan el juicio ético y la toma de decisiones morales en el hombre.

Por último, desde el conocimiento de los principios esenciales de la ética fundamental, la asignatura pretende también formar al universitario en el campo de la Deontología profesional o ética aplicada al ámbito de la comunicación audiovisual.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good, using audio-visual media.

To acquire the ability to discuss conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To understand the value of university education in order to exercise a responsible professional task as an audio-visual communicator.

Specific skills

To discover the anthropology implicit in all human actions and sciences and to analyse it critically: what is the

underlying concept of humankind existing in the various theories and what are the practical, personal and social implications?

To gain an understanding of professional ethics and deontology in order to identify the best means of acting personally and professionally.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours