



SYLLABUS  
FOR  
THREE MONTH CERTIFICATE COURSE IN  
**SOCIAL MEDIA ETHICS**

DEPARTMENT OF PHILOSOPHY  
MORIDHAL COLLEGE

(Approved by UG Board & Academic Council, Dibrugarh University  
Ref.No. DU/DR-A/Approval/Add- on Courses/23/398)



Designed by

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**DEPARTMENT OF PHILOSOPHY**  
**MORIDHAL COLLEGE**  
**CERTIFICATE COURSE: SOCIAL MEDIA ETHICS**

<b>COURSE TITLE</b>	<b>CERTIFICATE COURSE IN SOCIAL MEDIA ETHICS</b>
<b>MARKS</b>	<b>50 (THEORY=30; PRACTICAL/INTERNAL=20)</b>
<b>COURSE DURATION</b>	<b>30 HOURS</b>
<b>ELIGIBILITY</b>	<b>MINIMUM CLASS X PASSED</b>
<b>COURSE OUTCOME</b>	<p>On completion of the course the student will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the meaning of social media ethics.</li> <li>• Analyse the importance of ethics in Media.</li> <li>• Take initiative to educate our society as a whole, to build society up and spread awareness.</li> <li>• develop communication and technical skills</li> <li>• strengthen relationship</li> <li>• develop decision making ability</li> <li>• identify boon and bane of social media</li> </ul>

UNIT	CONTENTS	MARKS	L	P	T
<b>UNIT I</b>	<b>1. INTRODUCTION TO ETHICS, MEDIA AND SOCIAL MEDIA (10 hours)</b> 1.1. Meaning and Principles of ethics, Utility of Ethics in modern life 1.2. Meaning and types of Media, Code of ethics in Media 1.3. Meaning, types, component of Social Media	15	3	2	1
<b>UNIT II</b>	<b>2. SOCIAL MEDIA AND SOCIETY(10 hours)</b> 2.1. Best Practices in Social Media 2.2. Do's and Don'ts in Social Media a) Privacy in Social Media b) Annoying Behaviour in Social Media c) Criminal Behaviour in Social Media 2.3. Social Media on Education, Gender Sensitization and Mental Health 2.4. Media: Boon or Bane	20	8	4	1
<b>UNIT III</b>	<b>3. ROLE OF ETHICS IN SOCIAL MEDIA(10 hours)</b> 3.1. Virtue ethics on Social Media 3.2. Deontological ethics on Social Media 3.3. Utilitarianism in Social Media	15	6	4	1
		=50	17	10	3

<b>PRACTICUM/ ACTIVITY</b>	<p>UNIT I: i) Identifying and applying code of ethics in Media. ii) listing types of Social networking</p> <p>UNIT II: i) One activity on creating awareness on the role of media in society ii) Practice of identifying dark side of social media. iii) Practice of identifying best practices in media.</p> <p>UNIT III: i) Participation in debate on role of how ethical theories stand as a problem solving tool to social media ii) Practice of uploading post in social media with all norms.</p>
<b>EVALUATION SCHEME</b>	<p><b>i) Theory examination will be for 30 Marks:</b></p> <p>a) Very short Answer Type of Questions: 6 (1 mark) at least two questions from each Unit b) Short answer questions: 4 (2 marks) at least one question from each c) Long answer questions: 2 (8 marks)</p> <p>• <b>Practical/ Internal examination will be for 20 marks:</b></p> <p>a) Home assignment/ Seminar/ Group Discussion (any two activity) Or Project on any given topic</p>
<b>SUGGESTED READINGS:</b>	<ul style="list-style-type: none"> <li>• Aggarwal, S. K.: <i>Media and Ethics</i>, Shipra Publication, 2019.</li> <li>• Aristotle: <i>Nichomachean Ethics</i>, Dover Publications, INC, Mineola, New York, 1998.</li> <li>• Bajwa, Dr. Sweta: <i>Social Media: Divergent Paradigms</i>, The Readers Paradise, 2021.</li> <li>• Fuchs, C. (2014) <i>Social Media: A Critical Introduction</i>. London: Sage.</li> <li>• Mill, J. S.: <i>Utilitarianism</i>, Wilder Publication, USA 2008.</li> <li>• Singer, Peter (Ed.): <i>A Companion to Ethics</i>, Blackwell Publishers, UK &amp; USA, 1991.</li> <li>• Thakurta, Paranjoy Guha: <i>Media Ethics 2<sup>nd</sup> Edition</i>, Oxford University Press, 2011.</li> </ul>