**ETHICS ASSIGNMENT – FINAL ESSAY & PRESENTATION**

**GROUP PROJECT FINAL**

**Your essay will be graded upon four factors:**

1.) Theoretical understanding and application of basic principles of ethics as described in the reading – code of ethics?

2.) A thesis statement that answers the question posed and is supported with strong, organized information throughout

3.) Usage of AP style, proper grammar active voice and clear, concise sentences

4.) Be on time – I will not accept late papers. **No exceptions.**

*“A” papers will accomplish the above factors, but will also explore secondary readings/sources.*

**DUE DATE: Monday, May 9 at the beginning of class. You must turn in a physical copy.**

**1.) Using the ‘Holocaust’ Metaphor**

People for the Ethical Treatment of Animals, or PETA, is a nonprofit animal rights organization known for its controversial approach to communications and public relations. In 2003, PETA launched a new campaign, named “Holocaust on Your Plate,” that compares the slaughter of animals for human use to the murder of 6 million Jews in WWII. The question: Is “Holocaust on Your Plate” ethically wrong or a truthful comparison? Support your answer.

The campaigns: <http://thesocietypages.org/socimages/2008/05/05/petas-holocaust-on-your-plate-campaign/>

**2.) Who’s the “Predator”?**

“To Catch a Predator,” the ratings-grabbing series on NBC’s Dateline, appeared to catch on with the public. But it also raised serious ethical questions for journalists. The question: If your newspaper or television station were approached by Perverted Justice to participate in a “sting” designed to identify real and potential perverts, should you go along, or say, “No thanks”? Was NBC reporting the news or creating it? Support your answers.

[Example of an episode: http://www.dailymotion.com/video/x2f5vfj](https://www.youtube.com/watch?v=-eK-m7gbz4s)

**3.) The Media’s Foul Ball**

The Chicago Cubs in 2003 were five outs from advancing to the World Series for the first time since 1945 when a 26-year-old fan tried to grab a foul ball, preventing outfielder Moises Alou from catching it. The hapless fan's identity was unknown. But he became recognizable through televised replays as the young baby-faced man in glasses, a Cubs baseball cap and earphones who bobbled the ball and was blamed for costing the Cubs a trip to the World Series. The question: Given the potential danger to the man, should he be identified by the media? Are there legal ramifications (why or why not?) Support your answers.

OUP [ESPN 30 for 30 “Catching Hell” Trailer: https://www.youtube.com/watch?v=wbKEknpEv0w](ESPN%2030%20for%2030%20)