

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

MEDIA ETHICS: (IJM 1202)

AUGUST 2004 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer the **compulsory** question in Section A and **three** other questions from Section B.
2. Start each question on a new page.
3. Poor spelling and grammar will be penalised.

SECTION A: COMPULSORY

Question 1

Analyse the following story carefully and answer the questions beneath.

Suspected serial rapist on the run

A BULAWAYO man has fled his posh home following allegations that he raped his 14-year-old maid on numerous occasions after his wife left for the United Kingdom.

The 14-year-old maid, Nothando Ndlovu was was looking after the couple's two children, Siphosiphiso (9) and Tamara (12).

But the man, who lives with the family at number 44 Kumalo suburb started sexually assaulting the maid and threatened to kill her if she reported the matter to anyone.

The maid reported the assaults to a relative of the man and the relative reported the matter to the police.

On discovering that he was wanted by the police, the man allegedly disappeared from his home and has never been seen again.

- i). Discuss key ethical issues that the story raises. **[10 marks]**
- ii). What harm if any is the story likely to cause. **[7 marks]**
- iii). What should be done to make the story credible? **[8 marks]**

TOTAL: [25 marks]

SECTION B: ANSWER THREE QUESTIONS

Question 2

Choose any ethical theory and with the aid of examples, discuss its strengths and weaknesses. [25 marks]

Question 3

In relation to media ethics, illustrate how advertisers can abuse the media. [25 marks]

Question 4

The emergence of New Communication Technologies has brought with it ethical challenges to the media industry. Discuss. [25 marks]

Question 5

Outline the major functions of media Information Commission. To what extent does the commission help to promote ethical standards? [25 marks]

Question 6

With the aid of examples, discuss the importance of media ethics. [25 marks]