

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION & INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM & MEDIA STUDIES  
BSc Honours degree in Journalism and Media Studies  
**IJM 1212: Media Ethics**  
May 2012 FINAL EXAMINATIONS  
3 HOURS

## **INSTRUCTIONS TO CANDIDATES**

1. **Section A** is compulsory.
2. Answer any three questions in **Section B**.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

## SECTION A

### **Question 1**

Read the following story, which was published in the *B-Metro* (6-12 January 2012, Page 5) and answer all the questions below.

#### **Wife pinches husband's female hangers on at New Year's bash Simiso Mlevu and Makhosi Sibanda**

A BULAWAYO businessman was caught offside on New Year's Eve by his wife with two female hangers on during the DJ Cyndo show at Queens Sports Club.

The businessman was enjoying the show flanked by two ladies. As the trio enjoyed the New Year celebratory mood, the man's wife emerged from the blue and unleashed terror.

In a typical primary school disciplinary style, she approached the trio in speed and pinched the ears of the two girls.

When the man raised his head to make sense of what was happening, it was already too late, as one of his "escorts" was rubbing her pinched ears to soothe the pain.

As he caught up with the action, he swiftly dragged his wife off the scene to calm her down before further damage on the "escorts".

One of the pinched girls was unfazed and was more than eager to retaliate and make up for the rather humiliating pinch in front of her friends and passersby.

After being restrained by her friends, the pinched "escort" was ashamed and went to the dance arena heavily sobbing.

Passersby who witnessed the feat could be seen laughing and some described it as rather humiliating. The businessman was however, evasive when contacted by *B-Metro* on Thursday.

"Do you know who I was standing with? Do you know my immediate family? I guess you don't. You can go ahead and write if you think there is a story," he said.

- i. Show how the story above raises key ethical issues. (10 marks)
  - ii. How would you correct the story to minimize harm and make it credible? (10 marks)
  - iii. Explain the difference between the public's "want to know" and the public's "right to know". (5 marks)
  - iv. To what extent does commercialisation of the media affect the practice of journalism profession in Zimbabwe? (10 marks)
  - v. How can the media be accountable to the society that it serves? (5 marks)
- Total [40 marks]**

## SECTION B

### **Question 2**

- i. Explain the similarities and differences between media ethics and media law. (5 marks)
- ii. Justify the importance of media ethics to journalists, media organisations and society. (15 marks)

**Total [20 marks]**

### **Questions 3**

- i. What do you understand by journalism objectivity? (12 marks)
- ii. To what extent does ownership of the media affect journalism objectivity? (8 marks)

**Total [20 marks]**

### **Question 4**

You are reliably informed that the Prime Minister has traditionally wedded a businesswoman from Bulawayo but his spokesperson denies the allegation. You do a thorough investigation and you are convinced that indeed the traditional wedding took place.

- i. How would you ensure balanced coverage of the story? (15 marks)
- ii. What sort of ethical challenges would you look at? (5 marks)

**Total [20 marks]**

### **Question 5**

You are a reporter for Zimbabwe Television. A cellphone recorded video from a local boys school showing senior boys abusing Form Ones has been leaked to you. You do an investigation and discover that the abuse has been happening at the school for some years. You are tasked to produce a news clip for the main bulletin.

- i. What key ethical issues should you look out for when reporting this story? (10 marks)
- ii. How would you minimise the harm when broadcasting this news item? (10 marks)

**Total [20 marks]**

**Question 6**

Discuss the ethical challenges posed by New Information Communication Technologies on the media industry. **[20 marks]**