



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES
MEDIA ETHICS
IJM 1212

Main Examination Paper

February 2025

This examination paper consists of 3 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Ms. S. M. Ndlovu
External Examiner: Dr C. M. Lunga

INSTRUCTIONS

1. Answer any **FOUR** questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25
7.	25

QUESTION 1

- a) Distinguish between media laws and media ethics. (10 Marks)
- b) Provide an analysis of how media laws and media ethics interact and complement each other in the media profession. (15 Marks)

TOTAL [25 Marks]

QUESTION 2

- a) Discuss how **Ubuntu** can be applied to media ethics, particularly in reporting on issues that affect marginalized communities. (15 Marks)
- b) Evaluate the potential benefits and challenges of adopting Ubuntu in journalistic practices. (10 Marks)

TOTAL [25 Marks]

QUESTION 3

Explore the ethical implications that arise when journalists allow personal views to influence their reporting.

[25 Marks]

QUESTION 4

- a) Explain the concepts of propaganda and manipulation in the media. (10 Marks)
- b) How do the above concepts/ practices undermine ethical journalism? (8 Marks)
- c) Outline steps that media organisations can take to avoid propagating biased or misleading information? (7 Marks)

TOTAL [25 Marks]

QUESTION 5

- a) Outline ethical guidelines that journalists should follow when reporting on children and vulnerable groups. (15 Marks)
- b) Explain how media professionals should balance the need for public interest with the rights and welfare of minors? (10 Marks)

TOTAL [25 Marks]

QUESTION 6

- a) Analyse the ethical issues associated with deepfakes, focusing on their potential for misinformation, defamation and harm to individuals. (15 Marks)
- b) What measures can journalists and media organizations take to mitigate the risks associated with deepfakes? (10 Marks)

TOTAL [25 Marks]

QUESTION 7

Discuss how democratisation of the media has impacted traditional journalistic standards such as accuracy, objectivity, and professionalism. In your discussion, highlight ethical dilemmas that arise from democratisation of the media.

[25 Marks]