



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

October 2024

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

QUESTION 1

Define the following:

- | | |
|--------------------------------------|-----------|
| i. Impartiality | (5 Marks) |
| ii. Deep fakes | (5 Marks) |
| iii. Conflict of interest | (5 Marks) |
| iv. Disinformation vs Misinformation | (5 Marks) |
| v. Propaganda | (5 Marks) |

TOTAL [25 Marks]

QUESTION 2

Using examples, discuss the key ethical issues to consider when reporting on children and vulnerable groups in the society.

[25 Marks]

QUESTION 3

Identify and explain the challenges of upholding media ethics in the age of social media.

[25 Marks]

QUESTION 4

Discuss the following philosophical approaches in media ethics:

- | | |
|--------------------|-----------|
| i. Utilitarianism | (7 Marks) |
| ii. Deontology | (6 Marks) |
| iii. Virtue ethics | (6 Marks) |
| iv. Ubuntuism | (6 Marks) |

TOTAL [25 Marks]

QUESTION 5

- a) Outline the reasons why objectivity is key in journalism. (10 Marks)
- b) Using examples, distinguish between media ethics and media laws. (15 Marks)

QUESTION 6

With reference to examples, choose an ethical theory or theories and demonstrate how it or they best describe the roles of the following:

- i. Citizen journalists (8 Marks)
- ii. Tabloid journalists (8 Marks)
- iii. Mainstream journalists (9 Marks)

TOTAL [25 Marks]