

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

EXAMINATION QUESTION PAPER: MAY, 2008

TITLE OF PAPER: MEDIA ETHICS

COURSE CODE: JMC 312

TIME ALLOWED: TWO (2) HOURS

- INSTRUCTIONS:**
1. Answer Question 1 and any other two questions.
 2. Each question carries 20 marks.
 3. This paper consists of two (2) pages, cover page included.

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Answer question 1 and any other two questions

Question 1 (Compulsory)

- (a) Give reasons why ethics is not an easy matter. (8 marks)
- (b) When the media act irresponsibly, what is likely to happen? (7 marks)
- (c) Louis Day has cited a number of goals for the study of media ethics. What are these goals? (5 marks)

Total (20 marks)

Question 2

Article 19 of the SNAJ code of Ethics gives a number of guidelines in reporting on HIV/AIDS for the Swaziland media. List twenty of the guidelines provided by SNAJ.

(20 marks)

Question 3

- (a) Johan Retief has advanced several important reasons why inaccurate reporting must be avoided at all cost. What are these reasons? (5 marks)
- (b) Retief has given guidelines on accuracy in reporting. Discuss the guidelines given by Retief. (15 marks)

Total (20 marks)

Question 4

The Code of Conduct for Media Practitioners and operators dealing with corruption gives guidelines on a number of issues. List guidelines dealing with

- (a) Accuracy and fairness (5 marks)
- (b) Comment (5 marks)
- (c) Reporting of police investigations (5 marks)
- (d) Privacy (5 marks)

Total (20 marks)

Question 5

Explain why the use of anonymous sources is dangerous. Use information gathered from a number of publications including Media Ethics – An Introduction to Responsible Journalism.

(20 marks)