

**UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND
MASS COMMUNICATION**

FINAL EXAMINATION MAY 2009

TITLE OF PAPER : MEDIA ETHICS
COURSE CODE : JMC 312
TIME ALLOWED : TWO (2) HOURS

INSTRUCTIONS:

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

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

QUESTION 1 [COMPULSORY]

Johan Retief has made comments on a number of issues pertaining to media ethics. Discuss comments he has made on:

- (a) why ethics is not an easy matter. [4 marks]
- (b) the vital importance that journalism be practised in an accountable and reasonable way. [4 marks]
- (c) Goals for the study of media ethics. [4 marks]
- (d) Similarities and differences between the egalitarian model and the libertarian tradition. [8 marks]

Total = [20 marks]

QUESTION 2

In demarcating the field of media ethics, Lucas Oosthuizen discusses a basic outline. Describe the basic outline and illustrate your answer with a diagram.

[20 marks]

QUESTION 3

Lush has argued that "for the media to demand accountability, it too must be accountable, just as in the same vein, for the media to be pluralistic, it must reflect the diversity of the societies in which it operates." Noting that this "journalism comes about through rigorous commitment to ethics and professionalism", evaluate this argument in the light of what obtains in Swaziland.

[20 marks]

QUESTION 4

Francis Kasoma argues that "the basis of morality in African society is the fulfilment of obligations to Kinsfolk, both living and dead." Using your knowledge of Swazi tradition, make logical comments on this argument. Be free to use references of authors whose work you have read.

[20 marks]

QUESTION 5

In relation to libertarianism, Merrill has made some comments. Discuss Merrill's comments in relation to the following:

- (a) Historical ideas that have advanced and perpetuated the libertarian concept of the press. [5 marks]
 - (b) Principal characteristics of the market place model. [15 marks]
- Total = [20 marks]**