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UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2011/2012 FINAL EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MEDIA ETHICS

COURSE CODE: JMC 312

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

Question One is compulsory.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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

QUESTION 1 (COMPULSORY)

a) What is Ethics?

(5 Marks)

b) Explain why it is important for aspiring journalists to study ethics.

(5 Marks)

c) Briefly discuss whether or not there is need to look at ethics from the local context instead of relying on imported models of ethics.

(10 Marks)

QUESTION 2

List and critically discuss at least five challenges facing Swazi media regarding ethical issues giving examples to illustrate your answer.

(20 Marks)

QUESTION 3

Pictures of former Libyan Leader, Muammar Gaddafi, were splashed across the newspapers for all to see. Discuss in detail whether or not it was ethical for the media to show these pictures.

(20 Marks)

QUESTION 4

Write a critique of Francis Kasoma's article, 'The Foundations of African Ethics (Afriethics) and the Professional Practice of Journalism: the case for society-centred media morality'.

(20 Marks)

QUESTION 5

a) Discuss ethical concerns raised by media scholars regarding citizen journalists.

(10 Marks)

b) Suggest ways, if any, in which these concerns can be addressed.

(10 Marks)

QUESTION 6

a) What do you understand by “brown envelope” journalism?

(5 Marks)

b) Explain the causal factors of “brown envelope” journalism in the local context?

(5 Marks)

c) Suggest ways in which the profession can rid itself of this problem.

(10 Marks)