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UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2011/2012 FINAL EXAM QUESTION PAPER: SUPPLEMENTARY

TITLE OF PAPER: MEDIA ETHICS

COURSE CODE: JMC 312

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

Answer **THREE** questions.

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

a) Explain why confidentiality is important in journalism?

(10 Marks)

b) Discuss the challenges facing journalists regarding objectivity.

(10 Marks)

QUESTION 2

Explain the following concepts, giving examples from the Swaziland context to illustrate your answer:

i) Teleology

ii) Deontology

(20 Marks)

QUESTION 3

Summarize and evaluate 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 4

Explain the following:

a) Payola

b) Conflict of Interest

c) Code of Ethics

d) Vendetta

(20 Marks)

QUESTION 5

Discuss the instances when journalists plagiarise, giving examples to support your answer.

(20 Marks)

QUESTION 6

Discuss if manipulation of pictures is ethical or not. Support your answer with examples.

(10 Marks)

Explain in detail invasion of privacy, giving examples to support your answer.

(10 Marks)