

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

MJAC 804: COMMUNICATION ETHICS

STREAMS: M.A JAC (PART TIME)

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 06/10/2021

2.30 P.M – 5.30 P.M.

INSTRUCTIONS:

- **Answer three questions**
 - **Write legibly**
 - **Exam cheating is a serious offense**
1. Professional journalism associations, individual news organizations and journalists themselves often have their own “code of ethics”, however, most share basic principles. Analyze five principles that cut across. (20 marks)
 2. Basic values often need interpretation and sometimes come into conflict. Ethical journalism requires conscientious decision-making in context. Only substantial advancement of the public interest or risk of substantial harm to people allows any standard to be overridden. Discuss. (20 marks)
 3. Validate how dominance of utility makes it enormously difficult to develop critical thinking in the classroom and sophisticated ethics in our theorizing. (20 marks)
 4. Objectivity as a one-dimensional framework of rational and moral validation accounts for some of the goods we seek in community, such as minimal harm, but those issues outside the objectivity calculus are excluded from the decision-making process. Justify. (20 marks)
 5. Journalists have long been expected to rely on *external* moral guidance such as instructional norms and principles typified in codes of ethics. These prevailing external methods are called *external* because they are imposed on agents rather than psychologically internalized within the agent have left many journalists confused in terms

of specific application of norms, rules and principles in practice. Do you agree with this claim? Discuss why and why not. (20 marks)
