

CHUKA

UNIVERSITY



UNIVERSITY EXAMINATIONS

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

COMM 472: COMMUNICATION LAW AND ETHICS

STREAMS:

TIME: 2 HOURS

DAY/DATE: TUESDAY 21/09/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- **Answer three question**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1. A) Both morality and ethics loosely have to do with distinguishing the difference between “good and bad” or “right and wrong”. Critique this statement. (10 marks)
b) Demonstrate how ethics is best conceived of as something we “do,” a form of on-going inquiry into practical problems, the difficult practical task of applying norms and standards to ever new and changing circumstances in journalism and mass communication. (20 marks)

SECTION B: 40 MARKS

2. The basic principle of the golden mean, laid down by Aristotle 2,500 years ago is moderation, or striving for a balance between extremes. Isn't the golden mean sort of a wishy-washy approach that tries to avoid making any waves? Discuss. (20 marks)

3. Justify categorical imperative is not intended as a stick to make others to do what we want, but as a way of judging the societal value and equity of one's own actions.

(20 marks)

4. The normal presumption is that a journalist will not be expected to reveal their sources. Analyze the four exceptions to this general presumption. Support your answer with examples of appropriate case law.

(20 marks)

5. A TV actor is convicted of rape. After the trial, a magazine reporter approaches the woman who was the rape victim. She agrees to give an interview about her ordeal and what she experienced giving evidence in the trial. "And it is OK to identify me. I want to encourage other women to report rapes to the police," she tells the reporter. What should the reporter to do safeguard the magazine's position under sexual offence law, before the interview is published? Explain the relevant law.

(20 marks)

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