



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Faculty Name: Human Sciences

Department Name: Communication

QUALIFICATION: BACHELOR OF JOURNALISM AND MEDIA TECHNOLOGY	
QUALIFICATION CODE: 07BJMT	LEVEL: 6
COURSE: MEDIA ETHICS	COURSE CODE: MDE621S
SESSION: JANUARY 2019	PAPER: 1 OF 1
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER	
EXAMINERS	DR. N. MPOFU
MODERATOR	Ms. ELVA GOMEZ DE SIBANDZE

THIS EXAMINATION QUESTION PAPER CONSISTS OF 2 PAGES
(Including this front page)

INSTRUCTIONS

1. Answer **four (4) Questions** only.
2. Write clearly and neatly.
3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

Question 1

Distinguish between the libertarian theory of the press and the social responsibility theory.

(25 marks)

Question 2

Define the concept of fairness **(6 marks)**. Explain, in full, at least six standards of fairness in journalism. **(19 marks)**

(25 marks)

Question 3

Discuss the general principles of dealing with confidentiality or confidential sources in journalism **(20 marks)**. Why is it important to protect sources? **(5 marks)**

(25 marks)

Question 4

Explain the protective measures, as stipulated in the code of ethics and conduct, that media has to adhere to when reporting about children.

(25 marks)

Question 5

Define the following concepts: representation and stereotypes **(5 marks)**. Discuss the five (5) characteristics of stereotypes. **(20 marks)**

(25 marks)