



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF HUMAN SCIENCES**

**DEPARTMENT OF COMMUNICATION**

<b>QUALIFICATION:</b> BACHELOR OF COMMUNICATION	
<b>QUALIFICATION CODE:</b> 07BACO	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> LEC 721S	<b>COURSE:</b> LEGAL AND ETHICAL ISSUES IN COMMUNICATION
<b>SESSION:</b> JANUARY 2020	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 75

**SECOND OPPORTUNITY/SUPPLEMENTARY EXAMINATION QUESTION PAPER**

<b>EXAMINER(S)</b>	DR C. PEEL, MR T. ASINO
<b>MODERATOR</b>	DR. M.N. MASOUD

**INSTRUCTIONS**

1. Answer THREE (3) questions.
2. Write clearly and neatly.
3. Number the answers clearly.

**THIS QUESTION PAPER CONSISTS OF 3 PAGES** (Including this front page)

**Question 1****25 marks**

- (a) Identify 10 elements of professional practice proposed by the Ontario Advisory Committee on Professionalism. Justify each element's importance in contributing to an ethical workplace. (20 marks)
- (b) Which **two** of those elements are you practising in your workplace, and how? (5 marks)

**Question 2****25 marks**

With the aid of provisions of Article 13(1) of the Namibian Constitution, give your assessment of why each of the following practices are (a) unconstitutional, and (b) unethical:

- (i) Theft of customer data (8 marks);
- (ii) Theft of electronic intellectual property (8 marks);
- (iii) Forgery, illegal interception and identity theft (9 marks).

**Question 3****25 marks**

Create a personal code of conduct committing yourself to behave honourably in your public discourse. The code should identify, and demonstrate your personal commitment to avoid, each of the six elements of "uncivil discourse" identified by the Charles Koch Institute (2018). Begin each of the six statements of your code with "I pledge to...", or "I will not...".

**Question 4****25 marks**

During national elections in a certain country, political parties which took paid advertisements on radio and television stations, newspapers, magazines, and online publications were given more publicity in news reports and interviews than those which did not take out paid advertisements. In your opinion, do you consider it good ethics for journalists to favour parties that advertise over those which do not spend money on advertising?

**Question 5**

**25 marks**

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has listed seven qualities of a public media organisation. Make reference to each of the seven qualities, and use them to distinguish between public media and state media organisations.

**End of Examination**

**Total: 75 marks**