



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF COMMUNICATION AND LANGUAGES

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| QUALIFICATION: BACHELOR OF COMMUNICATION | |
| QUALIFICATION CODE: 07BCMM | LEVEL: 7 |
| COURSE CODE: LEC 721S | COURSE NAME: LEGAL AND ETHICAL ISSUES IN COMMUNICATION |
| SESSION: NOVEMBER 2024 | PAPER: ONLY ONE PAPER |
| DURATION: THREE HOURS | MARKS: 100 |

| FIRST OPPORTUNITY EXAMINATION QUESTION PAPER | |
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| EXAMINER(S) | Dr C PEEL |
| MODERATOR: | Ms. EMILY M. BROWN |

| INSTRUCTIONS |
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| <ol style="list-style-type: none">1. Answer THREE questions and note that Question 1 is compulsory.2. Read all the questions carefully before answering them.3. Indicate whether you are a FT, PT, or DI student.4. Please write <i>legibly</i>. |

THIS QUESTION PAPER CONSISTS OF _3_ PAGES (Including this front page)

QUESTION 1**(Compulsory)****50 MARKS**

- (a) Describe and justify the necessity of civil discourse in any society, using at least one example. (25 marks)
- (b) Outline the 11 contrasting features of civil and uncivil discourse. Critique each contrast and provide examples in each case. (25 marks)

QUESTION 2**25 MARKS**

Apply Immanuel Kant's Deontological Ethics to the creation and observance of effective social media etiquette in your organisation.

QUESTION 3**25 MARKS**

In his principle of the Golden Mean, Aristotle articulated parallel sets of behaviour which contrast three degrees of courage.

- (a) Create a table that outlines and distinguishes among the three degrees of courage.....15 marks
- (b) Analyse the distinctions in detail, and refer to a work place communication case study where three actors behave differently (in line with the distinctions). In your analysis, also evaluate the characteristics of the Golden Mean, and state whether you agree with Aristotle that the Mean is the height of virtue.....10 marks

QUESTION 4**25 MARKS**

Using appropriate industry examples, distinguish between a code of conduct and a code of ethics. Which would you prefer to implement, and why?

Your answer should include:

- (a) A definition of the two codes, and how to distinguish one from the other (2x2=4)
- (b) Which of the two codes you would prefer for your business or personal practice. Justify your preference on the strength of comparison with the type of code you would prefer not to use. (4.5+4.5 = 9)
- (c) Draft a media/communication industry code of conduct and a code of ethics (two documents) with a minimum of five guidelines apiece. The two codes should be drafted in such a way that they demonstrate the distinctions between a code of ethics and a code of conduct (2x6=12)

QUESTION 5**25 MARKS**

Discuss three statutes that govern the operations of state-owned media in Namibia.
(3x8 marks = 24 marks + one bonus mark for language)

End of Examination Question Paper**Total: 100 marks**