

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH
FINAL EXAMINATION 2005

Title of Paper: MEDIA ETHICS
Course Code: JMC 302
Time allowed: THREE (3) HOURS

INSTRUCTIONS:

5. *Answer any four (4) questions.*
6. *Neatness, grammar and spelling will count in grading.*
7. *Each question carries 15 marks.*
8. *This paper consists of two pages, cover page included.*

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Question 1:

“Marshall McLuhan has postulated that some objects are extensions of our senses.”

- a) What are these extensions? *(8 marks)*
- b) “McLuhan has also claimed that some media are hot while others are cool.”
Name the hot and cool media, giving reasons for such designations. *(7 marks)*

Question 2:

“Harold Lasswell’s model has basic elements of communication that have received the most research attention”:

1. Explain all the elements in this model. *(12 marks)*
2. Explain Lasswell’s three functions of the media of communication. *(3 marks)*

Question 3:

Outline ethical considerations on reporting:

- a) HIV/AIDS related issues *(9 marks)*
- b) Child Abuse *(3 marks)*
- c) Disability *(3 marks)*

Question 4:

“There have been cases of vendetta journalism in the newspapers published in Swaziland.” Discuss cases involving this kind of journalism.

Question 5:

Explain the conflict of the public’s right to information and invasion of privacy. Use cases to illustrate your remarks.

Question 6:

Explain why the Windhoek Declaration is a significant document to media practitioners in Africa.