

**UNIVERSITY OF SWAZILAND  
FACULTY OF HUMANITIES  
DEPARTMENT OF ENGLISH**

**FINAL EXAMINATION 2006**

**TITLE OF PAPER: MEDIA ETHICS**

**COURSE CODE: JMC 302**

**TIME ALLOWED: THREE (3) HOURS**

**INSTRUCTIONS:**

- 1. Answer any four (4) Questions*
- 2. Neatness, grammar and spelling will count in grading.*
- 3. Each question carries 15 marks*
- 4. This paper consists of two pages, cover page included.*

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**Question 1**

“One picture has been described as worth a thousand words.” What ethical issues have to be considered in photojournalism?

*(15 marks)*

**Question 2**

Outline ethical considerations on reporting HIV/AIDS issues.

*(15 marks)*

**Question 3**

The AU Charter on Broadcasting was prepared ten years after the Windhoek Declaration. Describe in detail what the Broadcasting Charter entails.

*15 marks)*

**Question 4**

Francis Kasoma argues that “the need for journalism in Africa has to address three issues.”

- a. What basic questions should be asked in relation to these issues?

*(9 marks)*

- b. According to Kasoma, what measures should be adopted by educators in order for “journalists to have an ethical approach to their work”?

*(6 marks)*

**Question 5**

Johan Retief maintains that “media ethics is an extremely difficult subject.” Discuss reasons why ethics is not an easy matter.

*(15 marks)*

**Question 6**

Cornelius Pratt addresses some of the “ethical implications of the use of communication technologies in fulfilling the media’s role in development.” Discuss the implications addressed by Pratt.

*(15 marks)*