

LAIKIPIA



UNIVERSITY

## UNIVERSITY EXAMINATIONS

**2<sup>ND</sup> SEMESTER 2023/2024 ACADEMIC YEAR**

### **FOURTH YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES**

**COMM 422/CELS 423: COMMUNICATION AND ETHICS**

***STREAM: R***

***TIME: 2 HRS***

***DAY: WEDNESDAY (2.30-4.30PM)***

***DATE: 10/4/24***

**THIS QUESTION PAPER CONSISTS OF TWO (2 PAGES)**

**PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.**



**INSTRUCTIONS:** Answer **THREE** questions. question **ONE** is compulsory

**QUESTION ONE (30 MARKS)**

- a Explain the similarities and differences between the following concepts
- (i) Ethics, morality and integrity [6 Marks]
- b Describe any **THREE** of the following ethical principles [24 Marks]
- (i) Virtue and golden mean
- (ii) The categorical imperative
- (iii) The principle of utility
- (iv) The veil of ignorance

**QUESTION TWO (20 MARKS)**

Using relevant examples, discuss the role played by Media Council in Kenya in enforcing ethics [20 Marks]

**QUESTION THREE (20 MARKS)**

Describe the Potter Box and explain how useful it is to Communication and Media practitioners in making ethical decisions? [20 Marks]

**QUESTION FOUR (20 MARKS)**

Using relevant examples, explain in detail the meaning of ‘the right to privacy’ as used in the media [20 Marks]

**QUESTION FIVE (20 MARKS)**

Journalists are encouraged to seek the truth and report it. Using relevant examples, discuss this statement within the Kenyan context [20 Marks]