

LAIKIPIA



UNIVERSITY

# UNIVERSITY EXAMINATIONS

1<sup>ST</sup> SEMESTER 2023/2024 ACADEMIC YEAR

MASTERS EXAMINATION FOR BACHELOR OF  
COMMUNICATION AND MEDIA STUDIES

**COMM 815: COMMUNICATION AND ETHICS**

***STREAM: R***

***TIME: 3 HRS***

***DAY: MONDAY [8.30-11.30 A.M]***

***DATE: 18/12/2023***

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

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



**Instructions**

**ANSWER ANY 3 QUESTIONS**

**QUESTION ONE**

a) Select a contemporary ethical issue in Communication and Media. Explain the issue and why it constitutes ethical issue **(6 Marks)**

b) Using ethical theories and principles, analyze the issue and present its resolution. **(14 Marks)**

**QUESTION TWO**

Discuss the importance of dialogic ethics in communication. **(20 Marks)**

**QUESTION THREE**

Using relevant examples, discuss the importance of a Code of Ethics for Communication and Media Practitioners. **(20 Marks)**

**QUESTION FOUR**

Explain the importance of ethics in advertisement and marketing. **(20 Marks)**

**QUESTION FIVE**

a) Describe a case in which if you tell someone the truth, their life will be significantly less pleasant overall; while if you tell them a lie, their life will be significantly more pleasant overall. **(10 Marks)**

b) What would an Act Utilitarian and a proponent of Kant's theory of Categorical Imperative advise you to do in this case? Whose advise would you rather take and why? **(10 Marks)**

