



MURANG'A UNIVERSITY OF TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL
SCIENCES

DEPARTMENT OF HUMANITIES

UNIVERSITY RESIT/SPECIAL EXAMINATION

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER EXAMINATION FOR BACHELOR OF
LINGUISTICS AND COMMUNICATION STUDIES

CLM 103 – COMMUNICATION ETHICS

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question one and any other two questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION

QUESTION ONE (30 MARKS)

- a) Differentiate between media ethics and media law. (8 marks)
- b) Provide five justifications for need for ethics in the media. (10 marks)
- c) Explain why the media cannot be entirely free in the society. (10 marks)
- d) State two external ethical controls in the media. (10 marks)

SECTION B – ANSWER ANY TWO QUESTIONS IN THIS SECTION

QUESTION TWO (20 MARKS)

- a) You have just been hired by your county as a communications officer. Explain how you can apply ethics at your work place. (10 marks)
- b) Explain why confidentiality is an important aspect of ethics in journalism. (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain why communication practitioners should be concerned about offensive content. (10 marks)
- b) Explain the veil of ignorance. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain five ethical dilemmas presented by online platforms. (10 marks)
- b) Describe the potter box and show how you can use it to solve ethical dilemmas. (10 marks)