



ICM

SEPTEMBER 2015

MEDIA ETHICS & REGULATION

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer Question 1, which is compulsory, and then any FOUR of the remaining questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. You are manning the newsdesk and receive a report from a new provincial agency covering a trial involving four children aged 14-16yrs who took part in a robbery with two adults. Facts included in the report, were the names and ages of the children, their addresses, the fact that they had previous convictions for stealing cars, their school and church. The agency had also used its initiative to obtain photographs of all the defendants on the steps of the courthouse and an interview with the parents and a probation officer. The editor sees this story as a major item leading a page or news bulletin. Name EIGHT facts you would need to edit out of this report to make it safe to publish and TWO you are entitled to publish in relation to the children. [2 each]
 2. If your media outlet made a very serious error by breaching the Society of Editors' accepted Code of Practice – as in the case of the mass circulation British newspaper, the News of the World – leading to adverse publicity from rival media organisations, what would be the FOUR most serious sanctions which your newspaper or channel could face? [5 each]
 3.
 - a) Explain why the laws of defamation are sufficient to protect members of the public from unfair and inaccurate reporting. [10]
 - b) Give FIVE reasons a news outlet could use as justification for printing or broadcasting a libellous statement. [10]
 4.
 - a) Impartiality and objectivity are two qualities which raise the profession of journalism to a position of honour and trustworthiness. Define the following terms briefly: **slant, balance, comment, objectivity and prejudice.** [10]
 - b) The Associated Press of America tells its desk editors that “the AP says nothing”. The BBC tells its reporters “the facts are yours, the opinions are his”. Explain in not more than 100 words how these organisations supply views and opinions to their clients and listeners, while maintaining these guidelines. [10]
 5. As an editor, you have to promote one of your staff to the position of pictures editor. Name TEN qualities you would consider essential for the role. [2 each]
 6. In interviewing an A list politician, which FOUR guidelines do you need to know before commencing the task? [5 each]
 7. Define the following terms:
 - a) Defamation
 - b) New nose
 - c) VCR
 - d) Embargo
 - e) Copytaster
 - f) Reality TV
 - g) Archive material
 - h) Model release
 - i) Data Protection Act
 - j) Splash[2 each]

continued overleaf

8. If you were asked to sit on a committee to draft a new code of conduct for media outlets, name FIVE main headings you would expect to find on the preliminary agenda and explain briefly the reason for your decision.

[4 each]