



ICM

DECEMBER 2016

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. Define the following terms:
 - a) Churnalism
 - b) Blog
 - c) CNN
 - d) Empirical
 - e) Hybrid
 - f) Internet
 - g) Hypertext
 - h) Multimedia
 - i) Niche
 - j) Red top

[2 each]
 2. Any journalist should have a working knowledge of defamation. Give the FOUR main defences in libel action.

[5 each]
 3. Television has a huge impact on people's lives. Give FIVE ways in which the public pays for this service.

[4 each]
 4. A university is seeking an editor to join the accreditation panel for a degree in creative writing. List TEN of the qualities this person should have.

[2 each]
 5. In a criminal court case, report the items from the following list you are allowed to publish and those you are not allowed to publish:
 - a) The full name of the judge or magistrate
 - b) The address of the defendant
 - c) Any previous convictions
 - d) A picture of the defendant in the dock
 - e) The full name of the defendant and any alias
 - f) Details of any plea
 - g) The names of the jurors
 - h) The addresses of the jurors
 - i) Whether the defendant is married or single
 - j) The names of the defendant's children

[2 each]
 6. As an editor, you receive a letter from a firm of lawyers stating that an article you have published libels one of its clients. The article concerns a local politician and was written and published under the name of one of his political opponents in your newspaper. Who would be the defendant or defendants in this action?

[20]
 7. Newspaper codes of conduct honour the rights of a child as defined by the United Nations. Name FIVE of them.

[4 each]
 8. In a stringent budget, the government has decided to place a sales tax of 10% on ice cream, beer, cigarettes, sweets, soft drinks and newspapers. Write a letter to the Editor explaining why such a move would be disastrous.

[20]