



ICM

JUNE 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 []
1. Describe and define in a maximum total of 100 words THREE principal ways in which media activity impacts on society. [20]
 2. The BBC, like most major broadcasting units, divides its output into eleven main categories. List TEN of them. [2 each]
 3. Describe the THREE main types of interview used by reporters in any media platform and explain what **off the record** and **on the record** mean. When should you seek permission to record an interview? [20]
 4. Define briefly the following terms:
 - a) Soft news
 - b) Hard news
 - c) Censorship
 - d) Broadsheet
 - e) Ludology
 - f) Ontology
 - g) Racism
 - h) Rom.Com
 - i) Spin
 - j) Bollywood[2 each]
 5. Maria Sharapova, the U.S. based Russian-born tennis star has been found guilty of taking a banned medicinal product despite several warnings. Estimates put her initial lost earnings as high as \$30million. She is the highest earning woman athlete in the world.
Write two leaders of 150 words EACH – one for a broadsheet newspaper condemning her action and the other for a red top tabloid saying she does not deserve a ban. [20]
 6. As Managing Editor of a TV news unit, you want to promote your chief reporter to the position of News Editor. The Controller of the station bitterly criticises your intention, tells you why in a hard hitting 100 word memorandum and countermands your order. Write what you would expect to see in that memorandum. [20]
 7. You have a feature article from a freelance contributor that contains a long extract from a poem by Dylan Thomas. Which FOUR actions should you take? [5 each]
 8. In many countries it is illegal to sell alcohol to people under the age of 18. In England this law is often enforced by Trading Standards Officers who use children in 'sting' operations. In one such case the shop's security camera film was used as evidence that a boy of 15 had bought alcohol. The shopkeeper used the camera film to show that the boy looked over 18, used it in an appeal and gave a copy to the local paper which printed it with the story. Was the paper found guilty or not guilty of breaking a privacy law in publishing the picture of a minor? Give your reasons. [20]