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.   Name TEN subjects that form the majority of complaints to news outlets.   [2 each]

2.   Give TEN headings which occur in most of the world's regulations – voluntary and legal – in respect of conduct relating to media personnel.   [2 each]

3.   As features editor, you have assigned a writer to interview a man found not guilty of murder. The person refuses to be interviewed unless he is paid a substantial sum of money. What action would you take and why? Give your answer in not more than 100 words.   [20]

4.   You move from one newspaper to another which has no lawyer on the premises during production. This is unlike your first newspaper where a lawyer sat in the newsroom reading proofs while the publication was being prepared.
       a)   Explain why you think one is necessary.
       b)   What would you do if the management continued to refuse your request?   [10 each]

5.   As editor, you have to promote one of your staff to picture editor. Name TEN qualities you would consider essential for the role.   [2 each]

6.   Photographers are subject to strict guidelines, often reinforced by legislation in many countries. Name FIVE of the principal constraints on photographers.   [4 each]

7.   Define the following terms:
       a)   Embedded
       b)   Vox pop
       c)   VCR
       d)   Splash
       e)   Puff
       f)   In camera
       g)   Affidavit
       h)   Blog
       i)   Entrapment
       j)   Slander   [2 each]

8.   a)   One man's terrorist is another man's freedom fighter. Both terms are widely used for a particular faction. How would you brief TV reporters and editorial staff on usage? Give your answer in 50 words.
       b)   A boy and girl twins aged 14 face charges of using drugs. They are the children of your managing director. Can you name them? Give your answer in not more than 50 words.   [10 each]

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