



ICM

MARCH 2017

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. As a manufacturing company specialising in clothes for children and young teenagers, you are to launch a magazine targeted at this group. Ever conscious of the law regarding photographing children, you have insisted that any release of agency pictures concerning minors must be signed by the agency and a parent or guardian and similar permission must be obtained for a photo shoot. What else would you include in the code of conduct for your magazine staff? Give TEN items. [2 each]

 2.
 - a) Copyright is important to authors. If you are writing an obituary of a poet who has died within the past seven days, can you quote one of his better-known poems in full? If not, why not, and how would you get permission to do this?
 - b) If a PR company sends you a picture of an adult model wearing a dress from the Milan fashion show to illustrate an article, can you use it on the cover of your journal? If not, why not?
 - c) If you receive, as an editor, a book of short stories, can you use one to show readers what to expect? If not, why not?
 - d) You receive a beautiful shot taken with a telephoto lens of the president's children taken while playing at home in the garden. Can you use it? If not, why not and what action would you take? [5 each]

 3.
 - a) In a telephone interview, what steps must a reporter take at the beginning of the call?
 - b) In a criminal court case run over several weeks, can a publication run background material about the accused?
 - c) Can you report the ages of the accused?
 - d) Can you report their addresses?
 - e) Can you take photographs in court? [4 each]

 4. Define briefly the following terms:
 - a) Spin
 - b) Hard news
 - c) Gutter press
 - d) Broadsheet
 - e) Tabloid
 - f) Unifers
 - g) Vox pop interviews
 - h) Sub judice
 - i) Bollywood
 - j) In camera [2 each]

 5. Lionel Messi, along with other famous footballers playing in Spain, has been accused of failing to pay tax on his income. He has been told that he must prepare himself for trial unless he pays two million Euros. His agent and club have denied the accusation. Through a mutual friend, you have managed to set up an email interview with Messi. He has agreed to answer only TEN questions. What would you ask? [2 each]

continued overleaf

6. As managing editor of a TV news unit, you want to promote your chief reporter – a woman – to the position of documentary editor. The Controller of the station bitterly criticises your intention, tells you why in a hard hitting 100-word memorandum and countermands your order. You strongly believe that he is against promoting her because she is a woman. Write a 100-word answer to the Controller pleading her case. [20]
7. Write 50 words EACH on the following:
a) Subliminal advertising
b) Branding
c) Soft money
d) Planned obsolescence [5 each]
8. You are a PR agency and have offered a major, exclusive feature with photographs of a world-renowned actor and actress who are to appear in a blockbuster movie. As part of the deal you have agreed with a newspaper that they will not use the feature until the Wednesday morning edition. However, early on Sunday evening you see a TV programme which covers the appearance of these actors in the film which wrecks the exclusivity offered. What action do you take and why? Explain your actions in not more than 200 words. [20]