

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE IN SOCIAL SCIENCES – 2021/2022
 LEVEL 3 – 2nd SEMESTER
 FINAL EXAMINATION
 DSU3522- COMMUNICATION AND MEDIA ETHICS



DURATION: THREE HOURS (3 HOURS)

Date: 27th January 2023

Time: 9.30 am – 12.30 pm

Instructions:

- Answer only five questions.
 - Structure your answers with Introduction, body and Conclusion.
1. The philosophical Schools of Ethics guide media practitioners on how they should approach challenges to professional communication. Discuss with reference to (a) Aristotle's Golden Mean and (b) Categorical Imperative by Immanuel Kant.
 2. The spirit of pluralism is a pre-requisite for a society to mature as a democracy. Explain the challenges we face in Sri Lanka with reference to (a) Constraints to Pluralism, and (b) Impact of Pluralist values on Good Governance.
 3. The recent social and political uprising in Sri Lanka known as the 'Aragalaya' resulted in an unprecedented crack down on dissenting views. Contextually, discuss the significance of the First Amendment of the American Constitution to urgent political reforms in Sri Lanka.
 4. The Watch Dog function of the mass media facilitates good governance. Discuss with reference to (a) Diverse means of investigation, (b) The significance of Public Interest.
 5. A corrupt society is indifferent towards intellectual property since making profits at whatever cost is the primary interest. Explain with reference to (a) Forms of intellectual property regularly under threat, (b) What responsible usage means.

6. The freedom used by journalists to severely criticize prominent people should not be construed as defamation Explain what is meant by (a) Libel, (b) Slander, and (c) How one could defend against defamation.
7. Mass Communicators are potentially 'Change Agents'. Discuss with reference to (a) What communicators need to change in people by way of attitudes, and (b) How we could create an environment conducive to such a liberating mission at the macro level.
8. The factors /measurements introduced by Dr. R. Lowenstein on media freedom throw light into constraints faced by journalists in maximizing their true potential. Discuss with reference to five major measurements listed by Lowenstein.
9. Write short notes on the following:
 - a) Constraints to Social Responsibility in communication.
 - b) Significance of the Press Complaints Commission of Sri Lanka.
 - c) Challenges to Investigative reporting.
 - d) Lord Denning on Criticism of the Judiciary.

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