

THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF SOCIAL STUDIES
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL III
 FINAL EXAMINATION 2023/2024 (SEMESTER II)
 DSU3522 – COMMUNICATION AND MEDIA ETHICS
 DURATION: THREE HOURS (3 HOURS)



Date: 17.08.2024

Time: 01.30pm - 04.30pm

Instructions:

1. Answer only five (05) questions.
 2. All questions carry equal marks.
1. It is in the best interest of all in the media to gain inspiration from philosophical schools relating to communication ethics. Discuss with reference to four major perspectives.
 2. Critically discuss the significance of Pluralism as a grand concept and the need for an accommodative spirit in communication.
 3. The governments all over the world have much to gain from the First Amendment to the Constitution of the United States of America. Critically explain from a communication perspective.
 4. The Press as the Fourth Estate is obligated to perform the Watch Dog Function effectively for the people to know how those in prominent places administer their affairs with responsibility. Discuss
 5. A state that is incapable of preventing robbery of Intellectual Property will not be able to retain talented citizens for nation building. Define what is intellectual property and what measures can be taken against those who violate Intellectual Property Laws.
 6. In an ideal democracy shouldn't the people have the freedom to critically assess a judgement given by the judiciary. Explain with reference to 'Fair Comment' in the 'Public Interest' and Supreme Court judgements on contempt of court
 7. What is the use of Mass Communication, if communicators are unable to play a significant role in social transformations as missionaries.
 8. Discuss five major constraints to freedom of expression articulated through the study of Lowenstein that States need to correct.

9. Write short notes on **any two (02)** of the following.
1. Dangers of media commercialization
 2. Professional Conflicts of Interest are connected with ownership and ideology
 3. Significance of undercover reporting
 4. Cry for a New International Information Order
 5. Outcome of the McBride Commission on Media