

THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE IN SOCIAL SCIENCES – LEVEL 3
FINAL EXAMINATION– 2024/2025 (SEMESTER II)
DSU3522 – COMMUNICATION AND MEDIA ETHICS



DURATION: THREE HOURS (03 HOURS)

Date: 16th August 2025

Time: 9.30am - 12.30pm

Instructions: Answer five questions only

(a) Structure your answers well and concentrate on issues raised through questions

(b) Write maximally as there is no word limit

1. The philosophical Schools of Ethics should inspire media practitioners on how they should deal with challenges to professional communication. Explain with reference to four major philosophical concepts
2. A democratically mature society is bound to defend pluralism in social, political, economic and cultural sectors of life. Explain with reference to (a) barriers to a pluralist culture, and (b) Impact of pluralist values in strengthening democracy.
3. Discuss why the First Amendment of the American Constitution is considered a major victory to democracies globally.
4. Mass Media as the Fourth Estate should ensure that it performs the Watch Dog function effectively on behalf of the people. Discuss with reference to (a) ethicality of the means used for investigation, (b) safeguarding public interest, and (c) privacy
5. A society that is materialistically oriented will not safeguard intellectual property. Explain with reference to (a) fair and reasonable usage, and (b) legal actions that can be taken against violators of copyrights.
6. Mass communicators should not feel intimidated by laws relating to defamation, if what they have stated is in the public interest. Explain what is meant by (a) Libel, (b) Slander, and (c) how one could defend against defamation
7. An independent National Media Commission is a fundamental necessity for a country that should uphold democracy. Explain why?
8. Mass Communicators are best perceived as those performing a missionary role. Explain with reference to the Social Responsibility function of mass media in a country like Sri Lanka.
9. **Write short notes on the following:**
 - (a) Significance of the study of Professor R. Lowenstein
 - (b) Why self regulation is an honourable concept in relatively free societies
 - (c) Status Conferral and Agenda Setting Functions of mass media
 - (d) Contempt of Court and the position taken by Lord Denning