

THE OPEN UNIVERSITY OF SRI LANKA  
 DEPARTMENT OF SOCIAL STUDIES  
 BA DEGREE PROGRAMME IN SOCIAL SCIENCES – (2017/2018)  
 FINAL EXAMINATION – LEVEL III  
 DSU3522/SSU1222 - COMMUNICATION AND MEDIA ETHICS  
 DURATION: THREE HOURS (03 HOURS)



Date: 13<sup>th</sup> May 2018

Time: 09.30 a.m. – 12.30 p.m.

Answer only five (05) questions. All questions carry equal marks.

1. A self-regulatory culture of media is fundamentally important for growth of professionalism in Journalism. Discuss.
2. Of the Philosophical Schools of Ethics you have studied, elaborate on four schools that enable journalists to strive for excellence. Discuss.
3. In a democratic system of government, those in authority should respect a pluralist culture of communication. Discuss.
4. The founding fathers of America are remembered throughout the free world because of the land mark First Amendment to the constitution. Why is it so important to societies in a long process of democratization?
5. A democracy cannot be functional unless it allows journalists to do justice to 'public interest'. What does this mean?
6. It is said that the failure of journalists to practice their profession in a principled manner has undermined good governance in Sri Lanka. Explain what this means.
7. What was special about the landmark study by Lowenstein. Explain the significance of at least six factors rooted in it, that help to understand media freedom.
8. The root of communication ethics lies in your own home as well as in the primary group setting that initially socializes you to a value system. Discuss.
9. Write short notes on **FOUR (04)** of the following:
  - (a) Significance of Fourth Estate
  - (b) Social Responsibility as a concept
  - (c) Importance of media Gatekeeping
  - (d) What the Press Complaints Commission strived to achieve
  - (e) Defamation