

**THE OPEN UNIVERSITY OF SRI LANKA  
DEPARTMENT OF SOCIAL STUDIES  
BA DEGREE IN SOCIAL SCIENCES PROGRAMME & BA IN SPECIAL  
NEEDS EDUCATION PROGRAMME – (2015/2016)  
FINAL EXAMINATION – LEVEL 3 (SEMESTER 2)  
SSU1222 - COMMUNICATION AND MEDIA ETHICS**



**DURATION: THREE HOURS (03 HOURS)**

**Date: 26<sup>th</sup> March 2016**

**Time: 09.30 a.m. – 12.30 p.m.**

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

1. (a) What is meant by professional ethics?  
(b) What are the benefits in adhering to a code of ethics? Discuss.
2. “Freedom and responsibility are two sides of the same coin. Each one is interdependent on the other”. Examine the statement with examples.
3. “The more social media we have, the more we think we're connecting, yet we are really disconnecting from each other”. Write an essay about the impact of social media on family life in Sri Lanka.
4. “Journalists depend on media organizations to disseminate reports to the public”. Assess how organizational dynamics affect the work of journalists in Sri Lanka.
5. “Anything we create is an extension of the ‘self’ and thus the creators should be allowed to reap the benefits of their creations”. Discuss this statement with reference to ownership of copyright and the remedies available in case of infringement.
6. “Every person has a right to have his reputation safeguarded”. Explain this statement in terms of the law of defamation.
7. Assume that you have been assigned to report on a rape and murder case of a 10 year old girl. Develop a hypothetical case and insightfully discuss the pros and cons of news reporting with regard to the case.
8. “Anonymous sources should be used with caution when writing news stories”. Present your view with illustrations.

9. Write short notes on any **Four (04)** of the following:
- (a) Should you include your opinion when reporting news?
  - (b) State regulation vs. Self-regulation
  - (c) Public's right to know
  - (d) Contempt of Court in Sri Lanka
  - (e) Ethics help to regulate as well as self-regulate

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