



THE OPEN UNIVERSITY OF SRI LANKA
DEPARTMENT OF SOCIAL STUDIES
BA DEGREE PROGRAMME IN SOCIAL SCIENCES - LEVEL 4
FINAL EXAMINATION – 2018/2019
DSU3522/SSU1222 - COMMUNICATION AND MEDIA ETHICS

DURATION: THREE HOURS (03 HOURS)

Date: 13th July 2019

Time: 09.30 a.m – 12.30 p.m

Instructions:

- **Answer only five questions**
 - **Ensure that your answers have a proper structure: Introduction, Body and Conclusion**
1. “Societies that cherish fundamental freedoms have gained substantially from philosophical schools relating to media and communication ethics”. Explain the contribution of at least five schools that are prominent.
 2. “Pluralism has much to do with an ‘accommodative spirit’ in human communication”. Explain what this concept means with reference to (a) Pluralist imagination for senders and receivers of messages, (b) significance of dissenting and contrary ideas, (c) their role in dealing with fundamentalist tendencies, and (d) accommodative spirit
 3. “The First Amendment to the American Constitution is cherished by people and governments of open and free societies”. Discuss with reference to (a) What the First Amendment strived to protect, (b) its impact on democracy, (c) how freedom was enhanced, (d) what impact it made on the rest of the world
 4. The Watch Dog Function of media is important to ensure that the society is cleaner in governance, and journalism as a profession is not questionable in the public eye. Explain with reference to (a) What a Watch Dog strives to do, (b) Why societies need Watch Dogs, (c) Its relationship to public interest, and (d) How it facilitates transparency and accountability.

5. Explain what is meant by 'Intellectual Property' with reference to (a) significance of intellectual property, (b) Why people need special protection for what they create, (c) how this society would gain through such laws, and (d) what is meant by reasonable usage of such property by society.
6. Explain the significance of 'Fair Comment' and 'Public Interest' in the context of (a) freedom of expression, (b) defamation, (c) impact on the process of governance, (d) the role of the judiciary in protecting this privilege in a democracy even in times when utterances could be construed as criticism of the judiciary.
7. Mass Communicators could play a significant role as missionaries and human liberators. Discuss what this means in the context of Developing countries with reference to (a) The crisis in the developing world from a communication standpoint, (b) The type of attitudes the media should inculcate in people for progression, (c) What it is to be proactive disseminators of knowledge, and (d) where the media has failed from a democratic standpoint
8. Critically explain at least five (05) of the determinants/measurements connected with Lowenstein's study on media freedom with reference to countries like Sri Lanka
9. Write short notes on the following:
 - (a) Social Responsibility of journalists
 - (b) Public interest in contemporary issues
 - (c) The need for a liberal outlook on defamation; Libel and Slander
 - (d) Constraints to pluralism in Sri Lankan society