

MOI UNIVERSITY  
SCHOOL OF HUMAN RESOURCE DEVELOPMENT  
DEPARTMENT OF COMMUNICATION STUDIES  
THIRD YEAR FIRST SEMESTER EXAMINATIONS - 2015/2016 ACADEMIC YEAR (APRIL, 2016)  
CMM 300: COMMUNICATION & ETHICS  
INSTRUCTIONS: ANSWER FOUR QUESTIONS; QUESTION ONE IS COMPULSORY.

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- ✓ 1. a) Making moral judgments and handling moral dilemmas require the balancing of ill-defined competing claims, usually in untidy circumstances. As the communication chief officer of EACC (Ethics and Anti-Corruption Commission) explain the framework you can use to justify the ethical decision making criteria of the Commission? (25 Marks)
- ✓ 2. "A society without ethics is a society doomed to extinction." Discuss. (15 marks)
3. To what degree is it ethical for communicators to alter their ideas and proposals in order to adapt to the needs, capacities, desires and expectations of an audience? (15 marks)
- ✓ 4. Potential ethical issues are inherent in any instance of communication. Critically analyze this statement. (15 marks).
5. According to Aristotle how is the capacity for reason a uniquely human attribute? (15 marks)
- ✓ 6. Describe the influence that Immanuel Kant has had on Communication Ethics. (15 marks)