

MOI UNIVERSITY

SCHOOL OF HUMAN RESOURCE DEVELOPMENT

DEPARTMENT OF COMMUNICATION STUDIES

1<sup>st</sup> SEMESTER 3<sup>RD</sup> YEAR EXAMINATION 2013/2014 ACADEMIC YEAR

KIPPS 60, NAIROBI 100 AND MOMBASA 25 13/2/2014, 9.00-12.00PM

CMM 300: COMMUNICATION ETHICS

Answer FOUR Questions. Question ONE is compulsory

1. You learn that the daughter of the leader of an opposition party has been kidnapped. The family has not been contacted by the kidnappers, and police officials ask you to keep the matter secret for fear the abductors might panic and injure the child. Describe how a deontologist, a teleologist and situation ethicist would make their decisions about how to handle the situation. 25 marks.
2. In a breaking news story, the media have disseminated information that hundreds of children at a children's home are affected by an outbreak of cholera epidemic as well as hunger, and the child welfare society has appealed to well wishers for donations of food and medicine. In a quick response, a wealthy businessman-cum politician has offered to donate five million Kenya shillings for food and medicine through the child welfare society for this worthy cause. Imagine you are the public relations officer of the child welfare society, and have been tasked to prepare a press release for the media on the impending donation, only to discover that the money to be donated is part of proceeds from drug trafficking, and the prospective donor is under police investigation.
  - (a) Identify ethical dilemma(s) that arise in the above scenario and using the potter box, decide whether you will release that information. 5 mks credibility
  - (b) why is it important for communicators to tell the truth? 5mks
  - (c) When is lying justifiable in communication practice? 5mks.
3. Discuss how followers of the ethics professed by Immanuel Kant, and John Stuart Mill would view a scenario where copyrighted material, is downloaded via internet without payment to the artistes or their handlers, and without the copyright owners' permission.

15mks
4. Using the tools of any three ethical philosophers to justify your answer, explain what role mass media should play in promoting ethical behaviour in society. 15mks
5. With the help of scenarios drawn from real life situations, show how ethicists apply principled reasoning as routed by Ralph Potter, and Sisela Bok. 15 mks
6. Write brief notes on the following: ethics of final ends, ethics of duty, and situation ethics. In your answer, identify at least two philosophers in each of the three schools of ethics. 15mks