



## **PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES SEPTEMBER – DECEMBER 2024 ASSESSMENT**

### **FORMATIVE ASSESSMENT**

Qualification Code : 032106T4BJO

Qualification : BROADCAST/DIGITAL JOURNALISM LEVEL 6

Unit Code : DBJ/216

Unit of Competency : MEDIA ETHICS

TIME: 3 HOURS

### **WRITTEN ASSESSMENT**

#### **CANDIDATE WRITTEN ASSESSMENT**

#### **INSTRUCTIONS TO CANDIDATE:**

- 1. Read all the instructions carefully before attempting the question.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper.*

## SECTION A: (40 MARKS)

*Answer ALL questions in this section.*

1. List **FIVE** ethical principles essential to understanding media ethics. (5 Marks)
2. Identify **FIVE** effects of censorship on media. (5 Marks)
3. List **FIVE** types of censorship. (5 Marks)
4. Outline **FIVE** ethical issues specific to the use of social media in journalism. (5 Marks)
5. Identify **FIVE** emerging ethical challenges posed by information technologies in digital media. (5 Marks)
6. Highlight **FIVE** types of plagiarism in media. (5 Marks)
7. List **FIVE** components of media code of ethics as highlighted by the Media Council of Kenya. (5 Marks)
8. List **FIVE** ethical standards specific to print media. (5 Marks)

## SECTION B: (60 MARKS)

*Answer any THREE questions in this section.*

9. Discuss the ethical dilemmas presented in any case study of your choice involving violations or adherence to media code of ethics. (20 Marks)
10. Explain **FIVE** effects of censorship on media integrity and public trust. Provide examples to illustrate these effects. (20 Marks)
11. Explain the ethical standards specific to digital media, including principles of ethical digital journalism and show how these standards evolve with emerging technologies. (20 Marks)
12. Analyse any case study of plagiarism in media. Evaluate the ethical breaches and propose measures for maintaining integrity in media production. (20 Marks)