



**THE OPEN UNIVERSITY OF SRI LANKA**  
**DEPARTMENT OF SOCIAL STUDIES**  
**BA DEGREE IN SOCIAL SCIENCES PROGRAMME & BA IN SPECIAL**  
**NEEDS EDUCATION PROGRAMME – (2014/2015)**  
**FINAL EXAMINATION – LEVEL III (SEMESTER II)**  
**SSU1222 - COMMUNICATION AND MEDIA ETHICS**

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

**Date: 14<sup>th</sup> March 2015**

**Time: 09.30 a.m. – 12.30 p.m.**

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

1. (a) Explain the significance of media ethics in the context of professional journalism?  
 (b) Discuss how ethics facilitates the protection of democratic values such as freedom of expression, media accountability and social harmony.
2. (a) Differentiate between state regulation, self-regulation and co-regulation.  
 (b) Outline the role and functions of the Press Complaints Commission of Sri Lanka (PCCSL).
3. Protection of confidentiality of sources is sine-qua-non in a functional democracy. Discuss with examples.
4. “Journalists should be given sufficient freedom to report news and write editorials without internal and external media organizational pressures”. Insightfully discuss the rationale behind this expectation.
5. What are the defenses available for a defendant under the Law of Defamation in Sri Lanka? Explain with examples.
6. Copyright is a form of protection accorded to authors of original intellectual creations in the literary, artistic and scientific domain. Discuss in relation to the Intellectual Property Act in Sri Lanka.
7. Sri Lankan courts should be flexible in their approach towards contempt of court cases? Explain with reference to the position in the United Kingdom and India.
8. Media ethics should evolve to embrace media proliferation and technological advancements in mass media. Critically assess the role of ethics in the new media landscape.
9. Write short notes on any **TWO (02)** of the following:
  - (a) Scope of Investigative Reporting
  - (b) Public’s Right to Know
  - (c) Aristotle’s Golden Mean
  - (d) Constitutional provisions relating to freedom of expression in Sri Lanka