



BOWEN UNIVERSITY, IWO
COLLEGE OF COMPUTING AND COMMUNICATION STUDIES
COMMUNICATION ARTS PROGRAMME
2022/2023 SECOND SEMESTER EXAMINATION

DATE: June, 2023

COURSE TITLE: ETHICAL ISSUES IN PUBLIC COMMUNICATION

COURSE CODE: CMA 324

TIME ALLOWED: 2 HOURS

INSTRUCTION: Answer all Questions from Section A

SECTION A

1. In your words, explain your understanding of ethics (5 marks)
2. Why study Ethics at all? (5 marks)
3. How would you explain ethical communication to a 100 Level Communication Arts student? (6 marks)
4. Ethical communication aims to be as objective as possible when communicating with others and to ensure that every recipient receives the same message.
(a) Yes (b) No (2 marks)
5. Which the following is not considered an ethical issue in Journalism (Digital Writing and Publishing industry) (2 marks)
a) Accuracy of the report (b) Plagiarism (c) Scintillating writing
(d) Obscene words in print (e) Authorship Disagreement

SECTION B

INSTRUCTION: Answer 2 Questions from Section B. Question 1 is compulsory

1. Select a profession or an aspect of communication and examine the ethical issues that can arise and how to overcome such challenges (25 marks)
2. (a) Take an advert that you consider unethical and state what you believe are the issues that qualify it as such. (15 marks)
(b) Any attempt to mislead or present confusing information is unethical communication. Discuss (10 marks)
3. (a) Select and discuss, using relevant examples, two (2) principles of ethical communication. (15 marks)
(b) List and explain two importance of ethics in communication (10 marks)
4. (a) Identify, with examples, the unethical behaviours that may likely arise in a University of your choice. (15 marks)
(b) Briefly state how these unethical behaviours could be resolved. (10 marks)