

KOLEJ UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF COMMUNICATION AND CREATIVE INDUSTRIES

ACADEMIC YEAR 2020/2021

APRIL/MAY FINAL E-ASSESSMENT

AHMC3113 MEDIA ETHICS

DATE: 7 MAY 2021

TIME: 2:30PM – 5:30PM

DIPLOMA IN MASS COMMUNICATION (MEDIA STUDIES)

Instructions to Candidates:

Answer **ALL** questions.

- This is an open book final online assessment. You **MUST** answer the assessment questions on your own without any assistance from other persons.
- You must submit your answers within the following time frame allowed for this online assessment:
 - The deadline for the submission of your answers is **half an hour** from the end time of this online assessment.
- Penalty as below **WILL BE IMPOSED** on students who submit their answers late as follows:
 - The final marks of this online assessment will be reduced by 10 marks for answer scripts that are submitted within 30 minutes after the deadline for the submission of answers for this online assessment.
 - The final marks of this online assessment will be downgraded to zero (0) mark for any answer scripts that are submitted after one hour from the end time of this online assessment.
- Extenuation Mitigating Circumstance (EMC) encountered, if any, must be submitted to the Faculty/Branch/Centre within 48 hours after the date of this online assessment. All EMC applications must be supported with valid reasons and evidence. The UC EMC Guidelines apply.

STUDENT'S DECLARATION OF ORIGINALITY

You are required to declare by typing the required details and signing your name in the Google Form during the E-Answer submission that the work submitted is free from all forms of plagiarism and for all intents and purposes your own properly derived work. You also understand that you will have to bear the consequences if your work is found to have been plagiarised and/or if the Turnitin report exceeds a similarity percentage of 20% (**refer to breakdown of marks penalty**).

TURNITIN REPORT: -

Complete a Turnitin for the Final E-Assessment answers and submit the report via the Google Classroom. The Turnitin report has to be submitted within 24 hours of the end of the Final E-Assessment.

The Turnitin report should not exceed a similarity percentage of 20%. If the similarity percentage exceeds this set amount, your final total marks will be deducted based on the following criteria:

- Minus 5 marks for a similarity percentage of 21% – 30%;
- Minus 10 marks for a similarity percentage of 31% – 40%;
- Minus 15 marks for a similarity percentage of 41% – 50%; and
- If the similarity percentage is 51% and above, your marks will be downgraded to zero (0).

AHMC3113 MEDIA ETHICS**Question 1**

Assume that you are public relations executive tasked by a cigarette company client to plan for brand communication that aims to strengthen their corporate image. Assess your ethical dilemma using the **FIVE** Potter Box of analysis. (50 marks)

Question 2

Analyse any **FIVE** ethical issues that advertisers have to face when dealing with advertisements involving children as their target customers. Support each issue with relevant examples based on case studies from any local or international advertising organisation. You must include in-text citations and references based on the Harvard Referencing System. (50 marks)