



REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

BROADCAST JOURNALISM

KNQF LEVEL 6

ISCED PROGRAMME CODE; 0321 654B



TVET CDACC
P.O. BOX 15745-00100
NAIROBI

MEDIA ETHICS

UNIT CODE: ME/CU/BJ/CC/02/6/B

Relationship to Occupational Standards

This unit addresses the unit of competency: Demonstrate media Ethics

Duration of Unit: 100 hours

Unit Description

This unit specifies the competencies required to demonstrate media ethics. It involves determining ethical principles, applying media ethics, evaluating code of ethics, determining ethical issues in entertainment, determining media censorship, determining conflict of interest, determining media plagiarism and applying digital media ethics

Summary of Learning Outcomes

1. Determine Ethical Principles
2. Apply Media Ethics
3. Evaluate Code of Ethics
4. Determine ethical issues in entertainment in Media
5. Determine Media Censorship
6. Determine conflict of interest
7. Determine media Plagiarism
8. Applied Digital media Ethics

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Determine ethical principles	<ul style="list-style-type: none">• Meaning of ethics• Ethical perspectives• Classical frameworks/theories• Modern ethical frameworks	<ul style="list-style-type: none">• Observation• Written tests• Assignments• Supervised exercises
2. Apply media ethics	<ul style="list-style-type: none">• Meaning of media ethics• Ethical standards of media• Principles of ethical journalism• Media ethics theories and frameworks	<ul style="list-style-type: none">• Observation• Written tests• Assignments• Supervised exercises

	<ul style="list-style-type: none"> • Print media ethics • Broadcast media ethics 	
3. Evaluate code of ethics	<ul style="list-style-type: none"> • Meaning of code of ethics • Media code of ethics • Analysing media code of ethics • Media Code of ethics case studies 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine ethical issues in entertainment in media	<ul style="list-style-type: none"> • Meaning of entertainment media • Categories of ethical issues in entertainment media • Ethical guidelines in entertainment media • Case studies of ethics in entertainment media 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Determine media censorship	<ul style="list-style-type: none"> • Meaning of censorship • Types of censorship • Media censorship • Self-regulation and media censorship • Effects of censorship on media • 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Determine conflict of interest	<ul style="list-style-type: none"> • Meaning of conflict of interest • Types of conflict of interest • Conflict of interest in media • Conflict of interest policy in media • Case studies of conflict of interest in media 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
7. Determine media plagiarism	<ul style="list-style-type: none"> • Meaning of plagiarism • Types of plagiarism • Plagiarism in Media • Citing and avoiding plagiarism in media • Case studies of plagiarism in 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments

	media	<ul style="list-style-type: none"> • Supervised exercises
8. Apply digital media ethics	<ul style="list-style-type: none"> • Meaning of digital media ethics • Issues in the ethics of digital media • Ethical standards in digital media • Principles of ethical digital journalism • Digital Media ethics frameworks • Emerging information technologies and ethical challenges 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises

Suggested Methods of Instruction

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Books
- Journals
- Computers/Laptops
- Projectors