



DCM 205 – DIPLOMA IN MEDIA LAW AND ETHICS

MAY – AUG 2022 EXAM

DIPLOMA PROGRAMME

EVENING CLASS, THIKA ROAD CAMPUS

Section A - Compulsory

Question One (10 marks)

- a) PAC University students would like to set up a community radio which will broadcast student matters and serve the surrounding community as well. As the communications officer, what **five** guidelines with a legal basis would you expect them to follow in order for them to obtain the license? **(5 marks)**

- b) As a future journalist in Kenya, identify any **five** ways the Kenyan Constitution of 2010 will protect your practice **(5 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a) According to Kenya's Copyright Act, one of the functions of Kenya Copyright Board (KECOBO) is to "license and supervise the activities of collective management societies (CMS) as provided for under the Act". Give **two** examples of CMS and indicate the groups they represent **(4 marks)**

- b) A number of institutions that are relevant to the media have been established under the Kenyan Constitution of 2010. Name and discuss any **three** of them. **(6 marks)**

Question three

Various publications are prohibited in Kenya. Justify why any **five** of these types of publications would be a source of conflict for the country **(10 marks)**

Question four

- a) As a journalist, which **two** laws would you refer to in order to ensure that you do not defame your subjects? **(2 marks)**
- b) As a county executive in charge of communication at the county level, which **four** categories of outdoor adverts would you advise the citizens not to seek a license for? **(8 marks)**

Question five

You are the Head of News at Wakilisha TV. You have received a story from one of the reporters on a corruption scandal that involves Pesa Zetu Bank, one of your biggest advertisers at the media house. Using the Potter's Model, how would you make an ethical decision concerning the airing of this story? **(10 marks)**