



COURSE UNIT CODE: COM 403

COURSE TITLE: MEDIA LAW AND ETHICS

END OF SEMESTER EXAMINATION APRIL 2024

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DEGREE PROGRAMME

Section A - Compulsory

Question One (10 marks)

- a. Black People TV from the United States of America intends to set up an office in Nairobi Kenya, a country they are venturing into for the first time, to broadcast Kenya's news in Kenya, USA, and across the globe. You have been hired as the Chief of this News Bureau.
- i. According to the Kenya Information Communication Act, what must be done before the operation commences? **(2 marks)**
 - ii. What is the history in Communication that informs the requirement in (i.) above? **(4 marks)**
- b. As a journalist working in Kenya, which **two** laws would you refer to avoid publishing defamatory content? **(2 marks)**
- c. As a media house, before running a television or radio advert on property investments name the piece of legislation and regulatory authority that may be necessary to consult. **(2 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a. Kenyan media houses are mandated by the law to ensure that **60% of the content is local**. However, your organization cannot afford this either due to target audience, budget constraints or other reason. **What alternative does the law provide? And which law will you refer to? (2 marks)**

- b. In Kenya the media can self-regulate, and also address issues internally instead of going to court and paying for hefty damages. How do media houses go about this, and which law(s) enable this practice? **(4 marks)**
- c. Several institutions that are relevant to the media have been established under the Kenyan Constitution. Name and discuss any **two** of them. **(4 marks)**

Question three

- a. As a movie producer, the Kenya Film Commission has granted your company the approval to film and take photographs for the movie at **Nairobi National Park**. According to the laws of Kenya, discuss any other approval(s) required before the company can commence the shoot. **(2 marks)**
- b. As an expert in printing publications, discuss any **four** types of publications that you would not allow your clients to publish in Kenya and why **(8 marks)**

Question four

- a. Kenya Copyright Board (KECOBO) is mandated to “Devise promotion, introduction and training programs on copyright and related rights, to which end it may co-ordinate its work with national or international organizations concerned with the same subject matter”. Name the **two** key international organizations that would fulfill this function **(2 marks)**
- b. As a communications officer at *Kijiji farm*, you are responsible for placing adverts on various platforms to advertise produce from your farm. Discuss any **four** areas where you can place your adverts without obtaining a license **(8 marks)**

Question five

You are a reporter at *Maongeo TV*. You have received a tip from the public on a corruption scandal that involves Tangazocom, one of your biggest advertisers at the media house. Using Potter’s Model, explain how would you make an ethical decision concerning the airing of this story? **(10 marks)**