

COM 403 – MEDIA LAW AND ETHICS

MAY – AUG 2021 EXAM

DEGREE PROGRAMME

DAY CLASS, THIKA ROAD CAMPUS

Section A - Compulsory

Question One (10 marks)

a. French broadcaster Canadian Radio International intends to set up an office in Nairobi Kenya, a country they are venturing into for the first time, in order to broadcast Kenya's news in Kenya, Canada 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, which **two** laws would you refer to in order to familiarize with defamation laws? **(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) How does Kenyan media self-regulate, and which law(s) enables this practice? **(2 marks)**
- c) A number of institutions that are relevant to the media have been established under the Kenyan Constitution. Name and discuss any **three** of them. **(6 marks)**

Question three

- a. As a movie producer, 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. 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 this Act". Give **two** examples of CMS and indicate the groups they represent **(4 marks)**
- c. List any **four** types of publications that are prohibited in Kenya **(4 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. Discuss any **four** categories of outdoor adverts that do not require a license **(8 marks)**

Question five

You are a reporter at Maoni 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 the Potter's Model, how would you make an ethical decision concerning the airing of this story? **(10 marks)**