



DCM 205 – MEDIA LAW AND ETHICS

SEP – DEC 2021 EXAM

DIPLOMA PROGRAMME

Section A - Compulsory

Question One (10 marks)

- 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 this Act". Identify **two** examples of CMS and indicate the groups they represent **(2 marks)**
- b) Justify why any **four** types of publications are prohibited in Kenya **(8 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a) Discuss any **four** categories of outdoor adverts that do not require a license **(8 marks)**
- b) One of the Media laws in Kenya enables **two** bodies/organizations to regulate issues arising from the misconduct of journalists. Name the two **(1 mark)**
- c) Name any two sources of defamation laws in Kenya **(1 mark)**

Question three

- a) Somo intends to set up a book printing business at the Nairobi Central Business District. As a media law expert, and with reference to the Books and Newspapers Act, explain **two** key pieces of advice you would offer in relation to him maintaining his freedom. **(5 marks)**
- b) 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** pieces of legal advice would you provide to enable them obtain the license? **(5 marks)**

Question four

You are a reporter at Sauti 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)**

Question Five

- a) As a mass communications graduate, you have decided to set up an entertainment theatre that will play music and exhibit popular films. Which **two** laws would you refer to and which **two** regulatory bodies would you seek licenses from? **(2 marks)**
- b) Although the Kenyan Constitution supports the media in various ways, it does have provisions that might require caution from the media or might conflict with media interests. Discuss any **four** of these provisions **(8 marks)**