



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM  
SEPTEMBER- DECEMBER 2019 TRIMESTER  
EXAMINATION FOR DIPLOMA IN COMMUNICATION AND MULTIMEDIA  
JOURNALISM  
RJN 032: MEDIA ETHICS AND LAW**

**DATE: TUESDAY, 10<sup>TH</sup> DECEMBER 2019    TIME: 11.30 AM-01.30 PM (2 HOURS)**

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**GENERAL INSTRUCTIONS:**

**Students are NOT permitted to write on the examination paper during reading time.**

**This is a closed book examination. Text book/Reference books/notes are not permitted.**

**SPECIAL INSTRUCTIONS:**

**1 Write your REGISTRATION NO. Clearly on the answer booklet(s).**

**2 Answer Question One and ANY other TWO questions.**

**3 Questions in all sections should be answered in answer booklet(s).**

**4 Marks allocated to each question are shown at the end of the question.**

**5 PLEASE start the answer to EACH question on a NEW PAGE.**

**6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.**

**7 Write your answers in paragraph form unless stated otherwise.**

**8 Keep your phone(s) SWITCHED OFF at the front of the examination room.**

**9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.**

**10 You are only allowed to leave the examination room 30minutes to the end of the Examination.**

## SECTION A

### QUESTION ONE COMPULSORY

- a) Differentiate between media law and media ethics **(4 marks)**
- b) What do the following terms mean in media law and ethics? **(2 marks) each**
- i. Intellectual property
  - ii. Censorship
  - iii. Subterfuge
  - iv. Hate speech
- c) With use of TWO examples for each, distinguish between defamation by libel and defamation by slander **(8 marks).**
- d) The 'Food Lion Case' of 1992 discussed in class has continued to provoke debates worldwide in terms of media law and ethics. With reference to the Code of Conduct for journalists in Kenya, cite any FIVE crimes committed by the ABC journalists? **(10 marks)**

## SECTION B- ANSWER ANY TWO QUESTIONS

### Question two

- a) What do you understand by the term professional ethical obligations? **(1 marks)**
- b) With relevant examples, explain any FOUR professional ethical obligations that media organizations should abide to. **(8 marks)**
- c) With a local media house in mind, give THREE reasons why media organizations at times fail to follow ethical obligations **(6 marks)**

### Question three

- a) Increasing numbers of people across the globe are using internet-enabled social media as tools to exercise their rights to free expression and access to information. However, at the same time, many countries, including countries in Africa, are introducing repressive laws and regulations that seek to limit people's access to, and use of, social media.  
State and explain any FOUR ethical challenges facing the adoption of digital media in Kenya today **(8 marks)**
- b) A politician has accused a leading newspaper in the country of publishing private information about his family.
- i. What legally constitutes of private information? **(3 marks)**
  - ii. In what TWO ways can the newspaper defend itself from this accusation? **(4 marks)**

#### **Question Four**

- a) Mention any FIVE functions of the Media Council of Kenya **(5marks).**
- b) Discuss the provisions of the constitution of Kenya with regards to rights and freedoms of the Media **(10marks).**

#### **Question Five**

- a) What is moral reasoning? **(2 marks)**
- b) In FIVE points describe why critical thinking is essential in moral reasoning **(5 marks)**
- c) With use of relevant examples of a story from the Kenyan media, discuss any TWO of the following theories with regard to ethics: **(4 marks) each**
- i.** The Golden Mean
  - ii.** Utilitarianism
  - iii.** Kant's Categorical Imperative