



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM  
SEPTEMBER- DECEMBER 2019 TRIMESTER  
EXAMINATIONS FOR BACHELOR OF COMMUNICATION AND MULTIMEDIA  
JOURNALISM  
RJN 222: MEDIA LAW AND ETHICS**

**DATE: MONDAY, 16<sup>TH</sup> DECEMBER 2019    TIME: 2.00-4.00 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 COMPULSORY**

### **QUESTION ONE**

**(30 Marks)**

a) Define the following terms

i. Ethics **(2 Marks)**

ii. Moral reasoning **(2 Marks)**

iii. Ethical dilemma **(2 Marks)**

b) A car slipped off the ramp of a ferry on the Likoni channel, sinking with a woman and her four-year-old daughter. Social media sites were loaded with suggestions of how it could have happened. Mainstream media had its own different versions of the tragedy. The bereaved family members were interviewed and analysed as rescue operations continued. Finally, after 15 days, the car, bearing the bodies, was retrieved from the deep, with moment aired live on local and international media.

Discuss three ethical issues you are likely to observe in the coverage of the above event:  
**(6marks)**

c) Outline five differences between law and ethics **(5 Marks)**

d) List five arguments that a defence lawyer can raise in defending a media house that has been sued for publishing/airing a live broadcast of a politician accusing a Cabinet minister of corruption ( **5 Marks**)

e) Explain briefly the term 'Copyright' and name four products that can be covered under the Copyright Act **(5 Marks)**

f) State three reasons for which a journalist/media house can be cited for contempt of court **(3 Marks)**

## **Section B**

**Answer any two questions (15 Marks each)**

**QUESTION TWO (15 Marks)**

- a) Outline Five roles of the Media Council in Kenya **(5 marks)**
- b) Write short notes on theories of ethics below **(6 marks)**
- i. Egoism
  - ii. Care
  - iii. Utilitarianism
- c) As a journalist, you realise that an inaccurate story has been published or aired. Discuss the steps you would you take to deal with the issue. **(4 Marks)**

**QUESTION THREE (15 MARKS)**

- a) With current examples, analyse the extent to which Kenyan media organisations have upheld or failed to uphold ethical standards in their coverage of news **(10 marks)**
- b) Using examples, discuss any Five ethical considerations you would observe if you were a photojournalist **(5 marks)**

**QUESTION FOUR (15 MARKS)**

- a) Explain the following Media Law and Ethics terms:
- i) Defamation ( **2 Marks**)
  - ii) Libel (**2 Marks**)
  - iii) Slander (**2 Marks**)
  - iv) Innuendo (**2 Marks**)
  - v) Hate speech (**2 Marks**)
- b) Using your knowledge of defamation laws, briefly discuss **Five elements** that a plaintiff must demonstrate for a defamation claim to be sustained **(5 Marks)**

**QUESTION FIVE (15 Marks)**

**a) Identify and briefly describe five laws that affect the operations of media in Kenya (10 Marks)**

**b) Identify five of the main functions of the Kenya Film Classification Board (5 Marks)**