



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
MASTER OF COMMUNICATION STUDIES
FIRST SEMESTER 2021/2022
(FEBRUARY-JUNE, 2022)

MCOMS 802: COMMUNICATION LAW AND ETHICS

STREAM: Y1 S1

TIME: 3 HOURS

DAY: WEDNESDAY, 9:00 AM – 12:00 PM

DATE: 29/06/2022

INSTRUCTIONS:

- 1. Do not write anything on this question paper.***
- 2. Answer Question ONE (Compulsory) and any other TWO Questions.***
- 3. Use of relevant examples in your explanations will earn you more marks.***

Question One (20 Marks)

- a) Explain any six ethical philosophies that guide media managers in their decision making roles. (15 marks)
- b) Discuss deontologist's worldview of lies as may be applied to the journalism profession. (10 marks)
- c) With good examples differentiate the two types of defamation accusations media practioners are likely to face during their professional life.

Question Two (20 Marks)

Explain the various defences to defamation available to any serious media industry.

Question Three (20 Marks)

- a) Briefly explain the steps a journalist can take in order to avoid invasion of privacy liability. (10 marks)
- b) In reference to class discussions outline the elements of a defamation claim. (10 marks)

Question Four (20 Marks)

Freedom of expression and press freedom are not absolute rights and may be restricted in order to protect the rights or reputations of others. Discuss.

Question Five (20 Marks)

- a) With examples outline self-regulatory mechanisms the Kenyan media industry has developed in order to carry out the role of the media as a government watchdog. (10 marks)
- b) Explain any five sources of law in Kenya. (10 marks)