



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF
DOCTOR OF PHILOSOPHY IN MEDIA AND COMMUNICATION
FIRST SEMESTER 2021/2022
(FEBRUARY-JUNE, 2022)

DMC 920: MEDIA STRUCTURES, POLICY AND LEGAL FRAMEWORKS

STREAM: Y1 S1

TIME: 3 HOURS

DAY: THURSDAY, 9:00 AM – 12:00 PM

DATE: 30/06/2022

INSTRUCTIONS:

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

Question One (20 Marks)

- In your own personal analysis of libel laws in Kenya, explain using examples, how they are used to curb defamation on social media. (15 marks)
- Explain why the media is regarded as an integral pillar of a country's governance system. (5 marks)

Question Two (20 Marks)

In reference to broadcasting regulations in Kenya, discuss the characteristics of public and community broadcasters in the digital age.

Question Three (20 Marks)

Using examples from both local and international media industries show aspects of vertical and horizontal integrations.

Question Four (20 Marks)

In regards to media operations, Privacy rights are a fallacy in the Kenyan context. Discuss.

Question Five (20 Marks)

With explanations discuss the relevance of the Communications Authority of Kenya in the contemporary times of numerous technological innovations.