



**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

**2021/2022 ACADEMIC YEAR
SECOND YEAR SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**FOR THE DIPLOMA
OF
PUBLIC RELATIONS AND CREATIVE ADVERTISING**

COURSE CODE: DPA 200

COURSE TITLE: LAW AND ETHICS FOR MEDIA PRACTITIONERS

DATE: 25/07/2022

TIME: 2.00 PM-4.00 PM

INSTRUCTIONS TO CANDIDATES

Answer QUESTION 1 and any other TWO QUESTIONS.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



- 1 (a) Explain **FIVE** provisions of the Media Act (2013). (10 Marks)
(b) Illustrate **FIVE** characteristics of a credible journalist. (10 Marks)
(c) State and explain **FIVE** ethical principles of advertising. (10 Marks)
- 2 Explain the contents of the following constitutional provisions.
 - (i) Article 33 (5 Marks)
 - (ii) Article 34 (5 Marks)
 - (iii) Article 35 (5 Marks)
 - (iv) Bill of rights in relation to Media (5 Marks)
- 3 (a) Explain **FIVE** situations where freedom of expression is curtailed by law. (10 Marks)
(b) Explain **FIVE** challenges of operating in a free speech environment. (10 Marks)
4. (a) Discuss **FIVE** roles of the Communications Authority of Kenya as enshrined in law. (10 Marks)
(b) Explain the mandate of media in an electioneering period. (10 Marks)
- 5 (a) Explain how corruption has compromised media operations in Kenya. (10 Marks)
(b) Discuss how media ownership influences media content in Kenya. (10 Marks)