



(University of Choice)

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

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST SEMESTER EXAMINATIONS

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

COURSE CODE: DPA 200

**COURSE TITLE: LAW AND ETHICS FOR MEDIA
PRACTITIONERS**

DATE: 20/12/2023

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) Discuss **FIVE** provisions of Kenya Information and Communications Act (2012). (10 Marks)

(b) State **FIVE** ways in which the Act governs the media sector in Kenya. (5 Marks)

(c) State **FIVE** parties that the act is applicable to. (5 Marks)

(d) Describe how the Act manages the relationship between audience engagement and construction of media narratives. (10 Marks)

2. A TV actor is convicted of rape. After the trial, a magazine reporter approaches the woman who was the rape victim. She agrees to give an interview about her ordeal and what she experienced giving evidence in the trial. "And it is OK to identify me. I want to encourage other women to report rapes to the police," she tells the reporter.

What should the reporter do to safeguard the magazine's position under sexual offences act, before the interview is published?

Explain the relevant law. (20 Marks)

3. Discuss the mandate of the Media Council of Kenya. (20 Marks)

4. Discuss the effect of the rise of the social media on the media regulatory environment in Kenya. (20 Marks)

5 (a) By use if examples, define the following terminologies

(i) Defamation. (5 Marks)

(ii) Libel (5 Marks)

(iii) Slander (5 Marks)

(iv) Third Party (5 Marks)

(b) State and explain FIVE defences to an act of defamation. (10 Marks)