



**TECHNICAL UNIVERSITY OF MOMBASA**  
**Faculty of Business & Social Studies**

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4207: PRESS LAW, MEDIA ETHICS AND REGULATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES: OCTOBER 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **Two** questions in Section **B**.

*This paper consists of Two printed pages*

---

**SECTION A (Compulsory)**

**QUESTION 1**

- a) Discuss the **TWO** theories of legal personality. **(6 marks)**
- b) Giving examples, define the 2<sup>nd</sup> class of rights. **(4 marks)**
- c) Using examples explain the following:
  - i) Teleological system **(3 marks)**
  - ii) Deontological system. **(3 marks)**
  - iii) Situation system. **(3 marks)**
- d) Highlight the institutions that the Kenyan information and communication Act of 1998 brought into existence. **(6 marks)**

e) Explain the **THREE** branches of ethics.

**(5 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Discuss **FIVE** provisions of the Media Council Act of 2009 and give examples to show its effect on the practice of journalism in Kenya. **(20 marks)**

**QUESTION 3**

Your newspaper publishes pictures of the CORD leader shaking hands with the late coup 1982 leader Hezekiah Ochoka together with excerpts of their letters, implicating the CORD leader's involvement in the coup. Then the CORD leader sues you, the editor and the newspaper for defamation. Discuss the various defences at your disposal, including the principles of privacy and constitutional provisions.

**(20 marks)**

**QUESTION 4**

You have received first hand information that a famous actress has been raped and murdered as an act of ethnic conflict by well-known assailants. Discuss **FIVE** ways through which you would address this, using the code of conduct of journalists in Kenya. Give examples to support each point.

**(20 marks)**

**QUESTION 5**

Discuss the development of Kenyan communications law from 1998 to the present day.

**(20 marks)**