



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION

HMC 4207: MEDIA LAW AND ETHICS

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick Date Aug 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- Why is press freedom important in Kenya? (2 marks).
- Explain three things that freedom of expression entails. (6 marks).
- With regard to copyrights, explain three the five remedies available for copyright infringement. (10 marks).
- Explain four principles you would follow to ensure that you make ethical decisions in the course of your work. (8 marks).
- As a journalist, explain two domains of perceived influence in relation to professional autonomy. (4 marks).

Question Two

As a media practitioner operating under the legal framework, explain ten characteristics of law. (20 marks).

Question Three

- Explain four areas that journalists cannot be found guilty for defamation in relation to defamatory material. (8 marks).
- Explain three fundamental goals that Tort damage awards seek to achieve. (6 marks).
- In relation to ethics, explain three theories of moral development. (6 marks).

Question Four

- a. With regard to privacy, explain the areas you would consider to be of public interest and therefore worth reporting about. (12 months).
- b. With regard to Kant's statement that "the value of human beings is above price", explain two important facts about people. (4 marks).
- c. In relation to ethical decision making, differentiate between Reasonists and Intuitionists. (4 marks).

Question Five

With regards to a media house, explain ten roles that advertisement plays. (20 marks).