



# 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 4217: PRESS LAW, MEDIA ETHICS AND REGULATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** MARCH 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***

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### SECTION A (Compulsory)

#### QUESTION 1

- a) Explain the nature of ethics. (4 marks)
  
- b) Discuss the following terms as applicable in media law:
  - i) Damages (2 marks)
  - ii) Libel proof (2 marks)
  - iii) Qualified privilege (2 marks)
  - iv) Absolute privilege (2 marks)
  - v) Publication (2 marks)
  
- c) Through the use of relevant examples, discuss the **TWO** forms of libel. (6 marks)
  
- d) Explain **FIVE** rights that a copyright holder enjoys. (5 marks)

- e) Outline **FIVE** ethics of journalism. **(5 marks)**

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

**QUESTION 2**

- a) “The media plays a huge role in a country’s health sector”. Justify this statement. **(10 marks)**
- b) Define the term ‘media concentration’. **(2 marks)**
- c) Explain the dangers posed by media concentration. **(8 marks)**

**QUESTION 3**

- a) Explain the forms through which the media can intrude into a persons privacy. **(12 marks)**
- b) Discuss **FOUR** defences that a media outlet can use against cases of privacy breach. **(8 marks)**

**QUESTION 4**

- a) Discuss the **TWO** major forms of defamation. **(6 marks)**
- b) Identify and explain the essential elements of defamation. **(10 marks)**
- c) Discuss the types of remedies entitled to a plaintiff if a case of defamation has been established and accepted by the court. **(4 marks)**

**QUESTION 5**

- a) State **FIVE** functions of the Media Council of Kenya. **(5 marks)**
- b) Distinguish between Deontological (duty-based) theories and Teleological (consequence-based) theories. **(10 marks)**
- c) In your opinion, which of the above philosophies should the media apply in taking news gathering and publishing decisions? Justify your position. **(5 marks)**