



SCHOOL OF HUMANITIES & SOCIAL SCIENCES
**BACHELOR OF ARTS IN INTERNATIONAL STUDIES (Ambassadors / High
Commissioners)**
END OF SEMESTER EXAM
BAC 3103 MEDIA LAW AND ETHICS

DATE: 24th October 2024

TIME: 15:30 – 17:30

Instructions

Answer Question One and any other two questions

Section A (30 marks)

Answer ALL questions in this section

QUESTION ONE

- (a) Distinguish TWO articles from the United Kingdom's National Union of Journalists Code of Conduct that set it apart from the Media Council of Kenya Code of Practice. (6 marks)
- (b) In 2023 Dominion and Fox News Cable Television Network agreed on a \$787.5M settlement to avert a trial following conspiracy claims of election rigging by the cable news network. Discuss the implications of such settlements to media operations. (8 marks)
- (c) Describe the US First Amendment rights. (6 marks)
- (d) Distinguish what makes the US First Amendment rights distinct from media legislation in other countries. (4 marks)

Section B

QUESTION TWO

- (a) Explain the following terms
- (i) Patent rights (3 marks)
 - (ii) Fair use doctrine. (3 marks)
- (b) Describe any laws that limit the exposure of social media companies to defamation suits. (9 marks)

QUESTION THREE

When Walter Anderson was the editor in chief of *Parade*, he interviewed a woman whom he described as "the unmarried mother of five." After the story appeared, the woman's son called to ask Anderson, "Why did you write that? Why is that anyone's business?"

Discuss this statement in reference to three ethical regulations you may be familiar with. (15 marks)

QUESTION FOUR

In 2016, Wikileaks posted nearly 20,000 emails and 8,000 attachments from high-level officials in the Democratic National Committee and revealed that senior officials in the US government were using their unsecure private emails for sensitive state duties .

- (a) Provide TWO ethical responses a media organisation may make in justifying these disclosures. (6 marks)
- (b). Provide TWO ethical responses a media organisation may make in castigating these disclosures. (6 marks)
- (c) Describe a clause in any media ethics codes that deals with this issues. (3marks)

QUESTION FIVE

Describe any THREE privacy laws that investigative reporters in Kenya must be familiar with to effectively discharge their duties. (15 marks)