



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF MASTERS OF ARTS IN COMMUNICATION
STUDIES**

CITY CAMPUS - DAY

AMS 803: MEDIA LAW AND ETHICS

Date: 29th November, 2016

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other TWO.



1. Recently the Deputy President William Ruto threatened to sue activist Boniface Mwangi for allegedly defaming him by posting a statement on his (Boniface's) Twitter account to the effect that Ruto was allegedly responsible for Jacob Juma's death.

(a) Examine the key elements of defamation Ruto could advance in his suit.
(10 marks)

(b) Citing examples from other cases, discuss the defences Boniface Mwangi could apply in the case.
(10 marks)

2. Critically examine the view that the law and Media Council of Kenya's Code of ethics inhibit the practice of journalism in Kenya.
(20 marks)

3. Critically examine the statutory regulations governing digital media in Kenya.
What were the major issues that arose regarding digital migration in Kenya?
(20 marks)

4. The Media Council of Kenya is established as an independent statutory body to regulate media practice in Kenya. Give a critical analysis of its independence based on the Media Council Act, 2013.
(20 marks)

5. Using relevant examples, critically analyze how media ownership in Kenya impacts on the freedom of the press.
(20 marks)