



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE IN COMMUNICATION
& PUBLIC RELATIONS/JOURNALISM**

COURSE CODE: CMJ 2105-1

COURSE TITLE: MEDIA LAW AND ETHIC

DATE: 15TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

1. Answer Question **ONE** and any other **TWO** question

QUESTIONS

1. COMPULSORY

- (a) Define Ethics (2 Marks)
- (b) Explain FOUR most common sources of Kenyan Law. (8 Marks)
- (c) Read the following case and answer the question after.

RECYCLING LETTERS

In the spring of 1982, a joint investigation by the Associated Press and the Pontiac Daily Leader (Illinois) revealed that Ann Landers had been recycling 15-year-old letters in her advice column. The investigators claimed that between April 1981 and April 1982, she published 33 letters that had appeared in her daily column in late 1966 and early 1967. The recycled letters contained only slight changes in wording, names, and ages. She did not inform either her readers or the editors of the more than 1,000 newspapers carrying her column that she was reusing old letters.

Ann Landers had often said publicly that the letters in column were authentic, and she often criticized Yale University students for trying to get unauthentic letters into her column. When confronted with the evidence, Landers readily admitted that she had recycled the letters.

In an interview with an AP reporter and assistant publisher James Pearre of the Daily Leader, Landers explained, "It started about a year and a half ago, while I was going through my scrapbooks to find some letters for short (telephone) spots I was doing for Illinois Bell. When I saw a letter that was especially interesting, or made a point in a forceful way, I considered using it again."

She added that she had only infrequently used past letters and that she did not think the practice "extraordinary or unusual". She continued, "I think people read my column for advice, guidance, amusement...I don't think the reader cares. The important thing is to get the information out. I feel if I get

the advice out in a way that is useful or powerful, then I think the technique doesn't matter."

Question

Using the Potter box, resolve the following dilemma. Should Ann continue this practice or cease recycling letters? (10 Marks)

ANSWER ANY TWO QUESTIONS

2. Advertising critics strongly contend that the system is simply unfair to those who may be potentially vulnerable and, hence, must be treated with greater sensitivity (Media Ethics: Cases and moral reasoning, 2005). Discuss this statement with advertising examples from Kenyan media.

(15 Marks)

3. (a) Describe the strict liability (3 Marks)

(d) Explain the main elements of this section of Contempt of Court Act.

(12 Marks)

4. (a) Describe the general principle of protection of journalistic sources as discussed under section 10 of the Contempt of Court Act 1981.

(3Marks)

(b) There are FOUR exceptions where disclosure of the source of journalistic information will be deemed to be necessary. Explain each of them. (12 Marks)

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