

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF ARTS IN  
JOURNALISM AND COMMUNICATION STUDIES**

**MJAC 804: COMMUNICATION LAW AND ETHICS**

**STREAMS: M.A**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 23/04/2025**

**2.30 P.M. – 5.30 P.M.**

**INSTRUCTIONS**

- **Answer any three questions**
- **Write legibly**
- **Exam cheating is a serious offense**

**QUESTIONS**

1. (a) Louis Pojman claims that morality has the following purposes: "to assign praise and blame, reward the good and punish the guilty". Do you find his position wholesome? Explain why and why not. (10 marks)  
(b) Journalism, as many of its practitioners like to say, is a skill, not a profession. Do you agree with this statement? Argue for or against. (10 marks)
2. The concept of the Veil of Ignorance and the Fairness Principle can be applied to various real-life situations to promote impartiality, justice, and equality. Discuss four circumstances it can be applied in Kenya. (20 marks)
3. It is generally accepted that a journalist's commitment to protect the anonymity of confidential sources and whistleblowers should only be breached in the most exceptional circumstances. Discuss four exceptions. (20 marks)

4. Advertising is often criticized as unethical, a wasteful activity and an unnecessary evil. Analyze five arguments to prove this contention. (20 marks)

5. Although not inherent in the definition, Public Relations is often thought of as “spin,” with the goal being to present the person, company, or brand in the best light possible. Discuss five criticisms labeled against Public relations practice. (20 marks)

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