

CPR 312



ALUPE
UNIVERSITY

OFFICE OF THE DEPUTY VICE CHANCELLOR
ACADEMICS, RESEARCH AND STUDENT AFFAIRS

UNIVERSITY EXAMINATIONS

2025/2026 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAMINATION

FOR THE BACHELOR OF SCIENCE IN COMMUNICATION & PUBLIC
RELATIONS

COURSE CODE: ^{CMM}
~~CPR~~ 312

COURSE TITLE: COMMUNICATION AND LAW

DATE: 16/12/2025

TIME: 2.00-5.00

INSTRUCTIONS TO CANDIDATES

- SEE INSIDE
- THIS PAPER CONSISTS OF 3 PRINTED PAGES
- PLEASE TURN OVER

MAIN/REGULAR

COURSE CODE: CMM 312 TITLE: COMMUNICATION AND LAW

STREAM: CPR

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i. Answer three questions. Question one is compulsory
- ii. Do not write on the question paper

QUESTION ONE

- a) Define law and explain its relevance to communication practice, giving one Kenyan example. (5 marks)
- b) Briefly explain the principle of the Rule of Law and its importance in protecting media freedom in Kenya. (5 marks)
- c) Identify and describe three sources of law in Kenya that directly impact communication practitioners. (5 marks)
- d) Distinguish between libel and slander with relevant examples from the Kenyan media context. (5 marks)
- e) State any two ethical responsibilities of journalists under the Media Council of Kenya's Code of Conduct and explain why they are important. (5 marks)
- f) Explain the difference between state-owned and private media in Kenya, giving one strength of each. (5 marks)

QUESTION TWO

- a) Analyze how the Constitution of Kenya (2010) guarantees freedom of expression and media freedom while setting necessary limitations. Use relevant articles and examples. (10 marks)
- b) Discuss the impact of defamation law on communication practitioners in Kenya, highlighting both its protective role and its potential misuse. (10 marks)

QUESTION THREE

- a) Evaluate the challenges facing the implementation of the Access to Information Act (2016) and suggest ways to strengthen citizens' right to information in Kenya. (10 marks)
- b) "Balancing privacy and public interest remains a dilemma in journalism." Critically examine this statement with reference to Kenyan case law or practical examples. (10 marks)

QUESTION FOUR

- a) Assess the role of the Media Council of Kenya (MCK) in regulating journalistic practice. In your view, has it been effective in balancing independence and accountability. (10 marks)