

APPLY MEDIA LAW I

UNIT CODE: ME/OS/BJ/CC/01/6/MA

UNIT DESCRIPTION

This unit specifies the competencies required to demonstrate media law. It involves demonstrating media law, determining human rights, applying law of defamation, determining contempt of court, determining invasion of privacy, applying copyright laws and determining laws governing media practice.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function .	PERFORMANCE CRITERIA These are assessable statements which specify the required level of performance for each of the elements. <i>Bold and italicized terms are elaborated in the range.</i>
1. Demonstrate media Law	1.1 Media laws are identified as per the SOPs. 1.2 Nature of law is determined as per the Constitution of Kenya 2010 (COK, 2010) 1.3 The sources of law are identified as per COK, 2010 1.4 The purpose the law is identified as per COK, 2010 1.5 Laws are classified as per COK, 2010.
2. Determine Human Rights	2.1 Human rights are identified as per the <i>Universal Declaration of Human Rights</i> 2.2 Effects of Human rights are determined as per the Universal Declaration of Human Rights 2.3 Context of human rights in media is established as per the Universal Declaration of Human Rights 2.4 Human rights are evaluated and reviewed as per SOPs. 2.5 Human rights are reviewed and approved as per SOPs
3. Apply law of defamation	3.1 Features of defamation are identified as per media law

	3.2 Methods of discharging defamation are determined as per media law 3.3 Impacts of defamation are established as per the media law 3.4 Remedies to defamation are determined as per media law
4. Determine Contempt of court	4.1 Contempt of court is identified as per the penal code of conduct 4.2 Validity of court order is determined as per the penal code of conduct 4.3 Knowledge of court order is established based on the respondent 4.4 Impacts of contempt of court are determined as per the penal code of conduct
5. Determine Invasion of Privacy	5.1 Intrusion of solitude is determined as per the SOPs 5.2 Appropriation of names or likeness is established as per SOPs 5.3 Public disclosure of private facts is identified as per SOPs 5.4 False light is determined as per the SOPs
6. Apply Copyright laws	6.1 Categories of copyright laws are identified as per the Copyright laws 6.2 Infringement of copyright laws is established as per the Copyright laws
7. Apply Laws Governing Media practice	7.1. Access to information is determined as per the Kenya Data protection is established Information Communication Act 7.2. Accreditation of professional practitioners is determined as per Media Council of Kenya Act 7.3. Internal code of ethics are promoted as per Media Houses Internal Code of Conduct

RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Universal declaration of human rights may include but not limited to:	• Freedom of expression • Right to access of information • Freedom of the media
2. Infringement may include but not limited to:	• Actively break the terms of law • Act so as to undermine the law • Limit someone's rights or freedom

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

Required skills

The individual needs to demonstrate the following skills:

- Communication
- ICT
- Interpersonal
- Public relations
- Planning

Required knowledge

The individual needs to demonstrate knowledge of:

- Media regulations and policies
- Media code of ethics
- Human rights
- Current affairs

EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	Assessment requires evidence that the candidate: 1.1 Demonstrated media law 1.2 Demonstrated the ability to determine human rights 1.3 Demonstrated the ability to apply law of defamation 1.4 Demonstrated the ability to determine contempt of court 1.5 Demonstrated the ability to determine invasion of privacy 1.6 Demonstrated the ability to apply copyright laws
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	1.7 Demonstrated the ability to apply laws governing media practice
2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency may be assessed through: 3.1 Interview 3.2 Written tests 3.3 Third party reports
4. Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 4.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.