



BOWEN UNIVERSITY

COLLEGE OF COMPUTING AND COMMUNICATION STUDIES

MASS COMMUNICATION PROGRAMME

2023/2024 SESSION

FIRST SEMESTER EXAMINATION

Course Title: Advertising Law and Ethics

Course Code: MAS 315

Course Unit: 2

Instruction: Answer question one and any other two

Duration: 2 hours

1. a. Tort lawsuit have a lower burden of proof such as “preponderance of evidence” rather than “beyond a reasonable doubt” explain to a 100 level student what this means. *(15 marks)*
1. b. write short notes with examples on (i) Tort of Negligence; (ii) Intentional Tort; (iii) Strict liability Tort. *(15 marks)*
2. a. Explain the principle of categorical imperative as it relates to the practice of advertising and public relations. *(10 marks)*
- 2 b. Write short notes on: (i) libel, (ii) slander; (iii) defamation (iv) Veil of Ignorance (v) Principle of Golden Mean. *(10 marks)*
3. Discuss exhaustively the term “Passing-off” in Advertising. *(20 marks)*
4. When a press finds itself in court for a libel suit, it has three primary defences and others. Discuss the three primary defences and any other two. *(20 marks)*
- 5 a Discuss the general Code of Conduct in the Advertising. *(10 marks)*
- 5 b Discuss self-regulation in advertising *(10 marks)*