



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

**END OF SEMESTER EXAMINATION FOR THE DIPLOMA IN
COMMUNICATION**

SEPTEMBER- DECEMBER 2025 TRIMESTER

COURSE CODE: DCM 204

COURSE TITLE: MEDIA LAW AND ETHICS - End-of-Semester Examination

EXAM DATE:xxxxxxx

DURATION: 2 HOURS

TOTAL MARKS: 2 HOURS

INSTRUCTOR: REDEMPTOR ATIENO

INSTRUCTIONS

- **Read all questions carefully before attempting.**
- **Answer question ONE and any other THREE Questions**
- **All other PAC University examination rules and regulations apply**

SECTION A

(Compulsory)

Question 1
marks)

(10

a) Media Law

Explain the meaning of media law and provide practical examples of legal provisions that regulate journalistic practice in Kenya. (3 marks)

b) Media Ethics

Explain the meaning of media ethics and provide practical examples of ethical principles that guide responsible journalism. (3 marks)

c) Using TWO examples from Kenya's media environment, explain how ethical dilemmas arise during news gathering, and propose practical solutions guided by ethical principles and codes of conduct. (4 marks)

SECTION B: Answer any Three Questions

QUESTION 2

(10

marks)

a) Using Article 33 and Article 34 of the Constitution of Kenya (2010), discuss the legal guarantees provided for freedom of expression and freedom of the media. (6 marks)

b) Evaluate TWO situations in which the State may lawfully limit media freedom in Kenya. Support your answer with relevant statutes or case examples. (4 marks)

QUESTION 3

(10

marks)

a) Explain contempt of court in the context of media reporting. Using an example, analyse how irresponsible reporting can prejudice court proceedings. (4 marks)

b) The Copyright Act (2001, amended 2019) protects creators' rights. Discuss TWO rights protected under this law and evaluate ONE consequence for infringement in a media context. (6 marks)

QUESTION 4

(10

marks)

a) Discuss THREE responsibilities of the press in promoting ethical and socially responsible journalism in Kenya. (3 marks)

b) Using the Code of Conduct for the Practice of Journalism in Kenya (Media Council Act, 2013), discuss THREE ethical principles that journalists must uphold and their significance. (3 marks)

c) Case Study of an Ethical Dilemma in Cyberspace

A journalist receives leaked email exchanges and social media inbox messages belonging to a senior Cabinet Secretary. The leaked messages reveal credible information suggesting possible interference in a major public procurement process. However, the files also contain highly personal details about the Cabinet Secretary's family and health issues that are unrelated to the alleged misconduct.

Evaluate this ethical dilemma and explain how the journalist should resolve the situation using ethical decision-making models such as the Potter Box, utilitarianism, or deontological ethics. (4 marks)

QUESTION 5**(10****marks)**

a) Assess TWO major ethical concerns online journalists face regarding data protection and privacy in the digital era. Provide examples from Kenyan digital platforms or social media.

(4 marks)

b) Fake news continues to threaten public trust and democratic processes. Discuss TWO ethical responsibilities journalists must adhere to when reporting in an environment saturated with misinformation and disinformation. (6 marks)