



Pan Africa
Christian University

**PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF
ARTS IN
COMMUNICATION
JANUARY-APRIL 2026
CAMPUS: ROYSAMBU
DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS
COURSE CODE: COM 403
COURSE TITLE: MEDIA LAW & ETHICS
DURATION: 3 HOURS
INSTRUCTOR'S NAME: DR. DENNIS OKETCH**

INSTRUCTIONS

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

INSTRUCTIONS

SECTION ONE is COMPULSORY.

Select any THREE questions in section TWO

SECTION A: COMPULSORY (10 MARKS)

Question 1

- i. Define media law and media ethics. (4 marks)

- ii. Explain the concept of self-regulation in media practice and discuss one advantage and one limitation of self-regulation. (6 marks)

SECTION B: ESSAY QUESTIONS (30 MARKS)

Answer ANY THREE questions from this section.

2. Discuss the constitutional balance between freedom of expression and the limitations imposed by hate speech and advocacy of hatred under Articles 33 and 34 of the Constitution of Kenya. (10 marks)
3. Explain how Articles 33, 34 and 35 of the Constitution of Kenya support accountability in media practice and democratic governance, and highlight two challenges journalists may encounter when applying these constitutional rights in their daily work. (10 marks)
4. You are an editor in a Kenyan newsroom preparing content for broadcast, online publication, and social media distribution. During production, concerns arise about the use of music clips, images, video footage, and user-generated content sourced online. Using relevant Kenyan laws and ethical principles, identify the relevant laws governing copyright and intellectual property in media production, and explain why compliance is essential for media professionals and media organisations in Kenya. (10 marks)
5. A media house publishes a story alleging corruption by a senior public official based on leaked documents. The official claims defamation while the journalists argue public interest and freedom of expression. Using relevant constitutional provisions and ethical principles:
 - a. Identify the legal rights and protections available to the journalists. (5 marks)
 - b. Explain how the Potter's Box ethical decision-making model could guide responsible publication. (5 marks)