



PAN AFRICA CHRISTIAN UNIVERSITY
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
END OF SEMESTER EXAMINATION FOR DIPLOMA IN
COMMUNICATION
JANUARY-APRIL 2019 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: DCM204

COURSE TITLE: MEDIA LAW AND ETHICS

EXAM DATE: WEDNESDAY 10th APRIL 2019

DURATION: 3 HOURS

TIME: 9:00AM-12:00PM

INSTRUCTIONS

- Read the instructions and questions carefully before you write the answers.
- Write your **STUDENT NUMBER** in the Answer Booklet given
- *Write clearly and legibly.*
- This paper consists of **five questions**.
- Answer Question **ONE** and any other **two** questions
- *ALL PAC University's examination rules and regulations apply*

QUESTION ONE: COMPULSORY

- a) Distinguish media law from media ethics. (2mks)
- b) Use an appropriate example from the practice of journalism to explain the term ethical dilemma. (3mks)
- c) State any five functions of media laws. (5mks)
- d) You have been given the responsibility to give a talk to High School students who are members of a media club. Your talk is within the wider topic “Media Law and ethics in Social media.” Explain how you would approach each of the following key areas using relevant examples.”
 - i) Defamation (4mks)
 - ii) Slander (4mks)
 - iii) Obscenity (4mks)
 - iv) Libel (4mks)
 - v) Invasion of privacy (4mks)

QUESTION TWO

Using relevant examples justify **five** ethical guidelines that the Media Council of Kenya observes when regulating the media. (15mks)

QUESTION THREE

Describe any **five** sources of Media Laws in Kenya. (15mks)

QUESTION FOUR

Discuss any **five** ethical issues that emanate from television adverts in Kenyan media. (15mks)