



PAN AFRICA CHRISTIAN UNIVERSITY

JAN- APR 2023 Trimester Exams

DCM 204: MEDIA LAW & ETHICS (Diploma, COMMUNICATION)

DAY CLASS (THIKA ROAD CAMPUS)

Lecturer: CAROLYNE NJOKI NGUGI

Time 3hrs.

Instructions: Answer ALL questions in SECTION A and any other THREE questions in SECTION B

SECTION A (10 marks)

1. Answer ALL of the following questions:

- a) You have just landed a job as a Communications Officer at a firm that wants to launch an entertainment theatre that will play music and exhibit popular films. Explain **two** laws you would have to adhere to and **two** regulatory bodies would you seek licenses from? **(4 marks)**
- b) Mills principle of utility states: "Seek the greatest good for the greatest number of people". Using a practical example of an ethical dilemma, justify a position you would take in relation to this principle. **(6 marks)**

SECTION B (30 marks) Answer any three questions

- 2. You are a journalist with a local media house; the only broadcasting station in the region. Two weeks ago you found out that one of the biggest sponsors of your programmes is producing a drink that is harmful to the consumer. The effects of the drink are so dangerous that if taken for a long period of time it can cause cancer. However, the drink is very popular with the locals, who are oblivious of the dangers it can cause to their bodies. Since you are the only local media house, if you don't reveal the information, no

one else will. And if you reveal the information, you risk losing the company's sponsorship. As a Christian journalist what would you do in such a situation? Use the Potter's Box to explain your answer. **(10 marks)**

3. Kenyan journalists enjoy rights and provisions in the constitution. However, the Constitution of Kenya also has several provisions that could be used against the media. Discuss any **five** of these potential areas of conflict. **(10 marks)**
4. a) Describe one role each, for any **two** bodies/organizations empowered by Kenya's Media laws to regulate issues arising from the misconduct of journalists. **(2 marks)**

b) Using relevant examples explain **four** ways one's right to privacy can be violated by citizen journalists on social media, according to the Kenyan constitution. **(8 marks)**
5. You have been approached by Malaika Entertainment a broadcast and print media house to act as a Media Law consultant.
 - a) Using relevant examples discuss **three** ways you will identify defamatory statements in your new role. **(6 marks)**
 - b) Explain any **two** defenses against defamation that you could potentially utilize. **(4 marks)**