



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF ARTS IN COMMUNICATION

MAY-AUG 2023 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES, AND LINGUISTICS

COURSE CODE: COM403

COURSE TITLE: MEDIA LAW AND ETHICS

INSTRUCTOR: DR. NANCY KUNGU

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

Section **A** is **Compulsory**. Attempt any **three** questions from Section B.

SECTION A

Question One

A journalist has been assigned a task to cover news on a trail of incidents involving a popular organization in the country. The firm offers to fly the news reporter to various destinations in and out of the country, hire accommodation in prestigious hotels, and give him/her valuable gifts.

With reference to the Code of Conduct for the Practice of Journalism in Kenya (2013), discuss any **five** ethical issues that could arise in this scenario (10mks)

SECTION B

Question 2

Read the following case and answer the following question

You are a reporter of a news channel and have been under severe pressure from your Editor-in-Chief to bring some sensational news to boost Target Rating Points (TRPs). You have interviewed a famous religious leader of a minority faction on the recent case verdict of the Supreme Court. In the interview, the religious leader used provocative statements and urged the members of the community to rebel against the court ruling. If the interview is aired, it might spark communal tensions and law and order problems in society. You are very well aware that if the interview is presented to the Editor-in-Chief, he will definitely air it to boost your most needed rating points. The interview may lead to the exponential growth of your career. As a professional, journalist you are bound by certain moral obligations.

Discuss any **five** key moral duties that might influence your decision-making in this issue (10mks)

Question 3

Using relevant examples, evaluate any **five** areas in which press freedom could be threatened in Kenya today (10mks)

Question 4

Assume that a renowned journalist in one of the popular media houses in Kenya is facing trial in a claim of contempt of court. The lawsuit might cost him a hefty

penalty, loss of job, or imprisonment. Demonstrate any **five** opportunities the journalist might use in this suit to influence the verdict in his/her favour (10mks)

Question 5

Using relevant examples, explain how the media industry in Kenya should respond to any **five** ethical issues associated with communication in cyberspaces. (10mks)