



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV)

**BMC 2301: ONLINE JOURNALISM AND WEB SKILLS**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

***This paper consists of Two printed pages.***

## **SECTION A (Compulsory)**

### **QUESTION 1**

Write short notes on the following in relation to online journalism and web skills:

- a) Sources of news **(5 marks)**
- b) Interactivity **(5 marks)**
- c) Newsroom organizational changes. **(5 marks)**
- d) Characteristics of online news. **(5 marks)**
- e) Alvin Toeflers third wave **(5 marks)**
- f) Censorship and control. **(5 marks)**

## **SECTION B (Answer any TWO questions)**

### **QUESTION 2**

Discuss giving relevant examples, changes that have taken place in journalism as a result of new media technology. **(20 marks)**

### **QUESTION 3**

Drawing reference to the Kenyan media scene discuss the following **THREE** levels of convergence.

- a) Business convergence. **(6 marks)**
- b) Structural convergence **(6 marks)**
- c) Organizational convergence **(6 marks)**
- d) Explain the meaning of the term convergence. **(2 marks)**

### **QUESTION 4**

Citing prominent blogger and journalist Robert Alai, discuss some of the ethical issues facing journalists working on the online medium. **(20 marks)**

### **QUESTION 5**

Discuss the concept of citizen journalism giving reasons why it has gained ground in the last few years. **(20 marks)**