



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV, VII, SII)

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

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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**

- a) Outline the qualities of new media. **(5 marks)**
- b) Distinguish between a conventional and an online journalist. **(5 marks)**
- c) Explain the steps you would take to conduct an internet hunt. **(5 marks)**
- d) Briefly discuss the changes witnessed in radio as a result of changes in technology. **(5 marks)**
- e) Write short notes on how convergence affects:
  - i) Business **(5 marks)**
  - ii) The organization. **(5 marks)**

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

### **QUESTION 2**

Changes in technology can disrupt the normal way in which things are done. Drawing reference to the Kenyan media situation, discuss how this happens. **(20 marks)**

### **QUESTION 3**

The Kenyan online media landscape is awash with different types of bloggers. Giving relevant examples, explain why they have become a popular service of news and information. **(20 marks)**

### **QUESTION 4**

Drawing reference from the Kenyan media scene, discuss some of the ethical and legal issues facing journalists on the online medium. **(20 marks)**

### **QUESTION 5**

Explain the importance of censorship and control in the management of content in online journalism. **(20 marks)**