



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)