



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SI)

BMC 4401: ONLINE JOURNALISM AND WEB DESIGN

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) Define the following terms:
- i) Intranet **(2 marks)**
 - ii) Blog **(2 marks)**
 - iii) Domain name **(2 marks)**
- b) Explain any **SIX** characteristics of online journalism. **(6 marks)**
- c) Examine any **THREE** tools found on a basic online journalist kit. **(3 marks)**

QUESTION 2

- a) Explain any **THREE** features on smartphone and tablet devices that an online journalist can use for content generation. **(3 marks)**
- b) Highlight **SIX** major ethical dilemmas in online journalism. **(6 marks)**
- c) Explain **SIX** types of convergence in online journalism. **(6 marks)**

SECTION B (Answer any **Two** Questions)

QUESTION 3

There has been a remarkable increase in cases filed against online journalists in Kenya in the recent past. Discuss the ethical challenges facing online journalists and what needs to be done to reverse the situation. **(20 marks)**

QUESTION 4

Zipapa Wakwehu is an aspiring blogger. As a student of online journalism explain to win the advantages and disadvantages of blogs. **(20 marks)**

QUESTION 5

Discuss the impact of the internet on journalism with emphasis on the issue of credibility. **(20 marks)**