



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

BMC 2209: ONLINE/WEB JOURNALISM SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Citing appropriate examples from the Kenyan new media environment, critically analyze the characteristics of new media. **(15 marks)**
- b) With examples from the Kenyan media scene, discuss how new media has impacted the following.
- i) Business
 - ii) Journalism
 - iii) Organizational structures **(15 marks)**

SECTION B (Answer any **THREE** questions)

QUESTION 2

Outline the repercussions that the emergence of Citizen Journalism has had on journalism. **(10 marks)**

QUESTION 3

The spread of Multi Media journalism in Kenya is a challenge that not only faces Media owners but also Government. Discuss. **(10 marks)**

QUESTION 4

You have been given a chance to address a journalism club in one of the local high schools in your area. Explain to them the concept of podcasting and how it works. **(10 marks)**

QUESTION 5

The National Cohesion Integration Commission has released a report in which it accuses social media of fanning tribalism. Discuss other issues that face journalists using stories fetched from social media. **(10 marks)**