



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4401: ONLINE JOURNALISM AND WEB DESIGN**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **SECTION A (Compulsory)**

### **Question ONE**

- a) Explain **FOUR** characteristics of Digital Journalism **(8 marks)**
- b) **FIVE** impacts of the internet on use of traditional news media **(10 marks)**
- c) Highlight **FOUR** ethical factors related to Online Journalism **(8 marks)**
- d) State **TWO** advantages and **TWO** disadvantages of Online Journalism **(4 marks)**

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

**Question TWO**

Is the internet solely responsible for the decline of the print media. Discuss. **(20 marks)**

**Question THREE**

Highlight the importance of the code of ethics to an online journalist **(20 marks)**

**Question FOUR**

Today, even with online news edging out the printed version, the newspaper as a form of Print Media is still a force to reckon for revelation and change. Discuss **(20 marks)**

**Question FIVE**

Discuss why the new media are often more successful than traditional forms of media. **(20 marks)**