



TECHNICAL UNIVERSITY OF MOMBASA

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.

SECTION A (Compulsory)

Question ONE

- a) State **FOUR** advantages of the online journalist over the traditional journalist **(8 marks)**
- b) Explain any **FIVE** elements of news you would consider when writing for the online segment **(10 marks)**
- c) Explain **THREE** defences to a defamation suit filed against an online journalist **(6 marks)**
- d) Explain any **THREE** features on smart phone and tablet devices that an online journalist can use for content generation **(6 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

Discuss how Online Journalism has changed the way we access news emphasizing both the prospects and challenges

(20 marks)

Question FOUR

Explain any **SIX** major factors that have hindered the development of online journalism in Kenya **(20 marks)**

Question FIVE

Discuss the importance of Blogs in the Modern world

(20 marks)