



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

- State **FOUR** advantages of the online journalist over the traditional journalist **(8 marks)**
- Explain any **FIVE** elements of news you would consider when writing for the online segment **(10 marks)**
- Explain **THREE** defences to a defamation suit filed against an online journalist **(6 marks)**
- 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)**