



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) 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)**