



# 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) 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)**