

# TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

## UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4401: ONLINE JOURNALISM AND WEB DESIGN

## END OF SEMESTER EXAMINATION

**SERIES:**SEP/DEC 2016

**TIME:**TWO HOURS

**DATE:**Pick DateSelect MonthPick Year

### Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

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

### SECTION A

**ANSWER ALL QUESTIONS**

#### QUESTION 1

- |   |       |
|---|-------|
| a. Explain TWO categories of lead in online journalism  | 4mks  |
| b. Describe TWO major characteristics of the audience in online journalism  | 4mks  |
| c. Explain FIVE impacts of the internet on the practice of journalism   | 10mks |
| d. The inverted pyramid is a basic building block of journalistic style, state Three Pros and Three Cons of its application in online journalism. | 12mks |

### SECTION B

#### QUESTION 2

Online journalism has opened the door for non-traditional journalists to enter the industry. Discuss the ethical concerns affecting online journalists as a result of this technological revolution. 20mks

### **QUESTION 3**

In your opinion as a student of online journalism, describe the prospects and challenges facing the practice of online journalism in Kenya. 20mks

### **QUESTION 4**

The Bloggers Association of Kenya (BAKE) seeks to empower creation and consumption of online content in Kenya. As an upcoming blogger discuss using examples any Six News Values you would consider when writing a news story for your online audience 20mks

### **QUESTION 5**

Technological advances permit online journalists to stream live from almost any part of the globe. Discuss FIVE advantages and FIVE disadvantages of Social Media as a News Channel. 20mks