

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

i. Explain the following terms

- | | |
|-------------------|------|
| a. Intranet | 2mks |
| b. Digital divide | 2mks |
| c. Spam | 2mks |
| d. Domain name | 2mks |
| e. Modem | 2mks |

ii. Draw TWO distinctions between the traditional practice of journalism and Online journalism 4mks

iii. Explain the TWO categories of leads in online journalism

6mks

iv. Explain FIVE factors you would consider when carrying out a demographic analysis of your online audience

10mks

SECTION B

QUESTION 2

Lennox Katana Wakwehu is an upcoming Blogger in Mombasa, he has approached you for advice on the process of setting up a fashion blog. As a way of helping Wakwehu, discuss Six major component of Blogs

20mks

QUESTION 3

You have been invited as the guest speaker to a seminar organized by the online journalism club. You are required to discuss the importance of online journalism in contemporary society.

20mks

QUESTION 4

Journalism is transforming at an alarming rate. A journalist can write, edit, post, and interact on a topic in just a few seconds on social media platforms within minutes on a blog or website. Discuss any SIX ethical concerns that would guide your practice as an upcoming blogger.

20mks

QUESTION 5

Technological advances especially in the field of Social Media have revolutionised the practice of online journalism. Discuss methodically the FIVE stages in the diffusion of innovation process by Everet Rogers

20mks