



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

BMC 2301: ONLINE JOURNALISM AND WEB SKILLS

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 2 Dec 2016

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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: Answer ALL Questions in this section.

1. Write short notes on the following concepts in relation to online journalism and web skills (30 Marks)

- (i) Five sources of news online **(5 Marks)**
- (ii) Five qualities of user driven content **(5 Marks)**
- (iii) Four changes that have occurred in the newsroom as a result of effects in technology **(4Marks)**
- (iv) Five characteristics online news **(5 Marks)**
- (v) Alvin Toefler third wave **(5 Marks)**
- (vi) Six actions that can be taken to censor and control content **(6 Marks)**

SECTION B: ANSWER any TWO questions in this section

2. Giving relevant examples from the Kenyan media scene, discuss the changes that have taken place in the media as a result of technological advancement
(20 MARKS)

3. Critically examine the three perspectives of CONVERGENCE identifying how they have affected operations in media houses in Kenya.
(20 MARKS)

4. Discuss any five ethical challenges that face journalists working on the online platform
(20 Marks)

5. The student learning blog www.mombasalaunchers.blogspot.com has been growing exponentially since it was founded by students few months ago. Based on your understanding of blogging, discuss the concept of blogging and why it has gained popularity in the recent past
(20 marks)

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