



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

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 in relation to online journalism and web skills
 - (i) Networked (5 Marks)
 - (ii) Global (5 Marks)
 - (iii) Appropriate (5 Marks)
 - (iv) Generational (5 Marks)
 - (v) Unequal (5 Marks)

(vi) Opportunities provided by new media technologies (5 Marks)

SECTION B: Answer any TWO questions in this section

2. Critically examine the changes that have taken place in journalism as a result of new media technologies (20 Marks)
3. Based on the discussion held in class, discuss the role of the social media in addressing the National Youth Service corruption saga. (20 Marks)
4. Drawing examples from Sound cloud, critically examine the role of podcasting in journalism. (20 Marks)
5. Discuss the ethical challenges that face journalists working on the online medium (20 Marks)