



# 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 DESIGN**

**END OF SEMESTER EXAMINATION**

**SERIES: MAY AUGUST 2019**

**TIME: 2HOURS**

**DATE:** Pick Date Aug 2019

**Instructions to Candidates**

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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.**

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**SECTION A - ANSWER ALL QUESTIONS**

**Question ONE**

- i. Explain the following terms
  - a. Blog (2mks)
  - b. Hypertext (2mks)
- ii. Highlight FOUR characteristics of a quality Blog (8mks)
- iii. Describe any FIVE features of online journalism (10mks)
- iv. Explain FOUR ways online media is different from print media (8mks)

### **Question TWO**

Discuss any FOUR regulatory measures that have been used at one level or another to check on unethical use of the internet. (20mks)

### **Question THREE**

An online journalist must know how social media works, explain FIVE advantages and FIVE disadvantages of social media. (20mks)

### **Question FOUR**

Scannability is key to effective online journalism. There are a number of techniques that enhance the scannability of any webpage, describe any FIVE (20mks)

### **Question FIVE**

With linear media such as TV, radio and print, the consumer relies on the ability of the producer and editor to structure how content is presented, the output. New media allows the audience to take some of that control. Using examples illustrate FIVE ways that new media has made this possible. (20mks)