



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN JOURNALISM

HBJ4410/HMC4411: EMERGING TRENDS IN ELECTRONIC MEDIA/EMERGING

TRENDS IN JOURNALISM & MASS MEDIA

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: APR 2025

Instructions to candidates

You should have the following for the examination

Answer Booklet, Examination Pass and Student ID

This paper consists of four questions. Attempt question **ONE** (Compulsory) and any other **TWO** questions. Ensure proper referencing where necessary.

Do not write on the question paper.

Question 1 (Compulsory) - 30 Marks

- a) Describe the key phases in the evolution of electronic media from traditional broadcasting to digital platforms. (10 Marks)
- b) Discuss how social media has transformed news reporting and dissemination in the 21st century. (6 Marks)
- c) Explain the concept of media convergence and provide examples of how television, radio, and digital media have merged to create new content delivery methods. (8 Marks)
- d) Identify and explain two major ethical challenges faced by digital journalists today. (6 Marks)

Question 2 (20 Marks)

- a) Examine how cloud computing and artificial intelligence (AI) have transformed electronic media operations. (10 Marks)
- b) Differentiate between podcasting and webcasting and discuss their significance in today's media landscape. (10 Marks)

Question 3 (20 Marks)

- a) Discuss FIVE roles of government and media watchdogs in regulating digital content and ensuring ethical standards in media. (10 Marks)
- b) Explain how audience segmentation influences digital content creation and distribution in modern media platforms. (10 Marks)

Question 4 (20 Marks)

- a) Analyze TWO revenue models used by leading digital media platforms (e.g., YouTube, Netflix, Spotify) to sustain their operations. (10 Marks)
- b) Discuss how AI is shaping the future of journalism, including its potential benefits and challenges. (10 Marks)