



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4411: EMERGING TRENDS IN JOURNALISM AND MASS MEDIA

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: Pick Date Aug 2024

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 inside the question paper.

Question ONE

- Explain TWO advantages of in-house content creation. (4 marks)
- Elaborate TWO advantages of livestreaming in coverage of breaking news to audiences. (4 marks)
- Briefly explain how digital communication has “demassified” the mass media. (6 marks)
- Analyze TWO roles webcasting plays when relaying news about various topical issues. (4 marks)
- Highlight TWO impacts of social media coverage of live debates on online platforms. (4 marks)
- Elaborate TWO ways in which media proprietorship interferes with quality of news coverage in media organization. (4 marks)

Question TWO



TUM is ISO 9001:2015 Certified

Content generation has become a very popular phenomena among content creators and audiences alike. This has increased the need for mainstream media to rely on online sources of information to maintain newsworthiness. Giving relevant examples, discuss FIVE challenges media organizations face when dealing with outsourced content and give a solution for each. (20 marks)

Question THREE

Global media organizations often edge out small or medium- sized media stations by dominating news and entertainment stories. Giving relevant examples, discuss FIVE disadvantages of media convergence in dissemination of news. (20 marks)

Question FOUR

Social media has a great impact in the media industry. Giving relevant examples, discuss FIVE advantages of social media in promoting gathering and circulation of news. (20 marks)

Question FIVE

The Kenyan media is increasingly becoming concentrated. Giving relevant examples, discuss FIVE disadvantages of a concentrated media environment. (20 marks)

