



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION / BACHELOR OF BROADCAST
JOURNALISM

HMC 4401: ONLINE JOURNALISM

SERIES: DECEMBE 2024

TIME: 2 HOURS

DATE: Pick DateDec 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 the question paper.

Question ONE

- i. Explain FOUR characteristics of Digital Journalism media (8 Marks)
- ii. Highlight FIVE usage of hypertext in a news story (10 Marks)
- iii. Explain any FIVE elements of news you would consider when writing for the online segment (10 Marks)

Question TWO

Describe any **FIVE** features of online journalism (10 Marks)

Explain how reporting for online news medium is different from reporting for conventional media. (10 Marks)

Question THREE

Using Examples explain the multimedia elements contained in a digital journalism article. (20 Marks)

Question FOUR

Compare and contrast the open source reporting and distributive reporting. (8 Marks)

Highlight the qualities of multi-skilled professionals in online journalism. (12 Marks)

Question FIVE

Discuss the present status of online journalism in Kenya.

(20 Marks)