



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R IV & V)

BMC 2301: ONLINE JOURNALISM & WEB SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

Discuss the following in relation to online journalism and web skills:

- a) Impact of new media on journalism. **(5 marks)**
- b) Convergence **(5 marks)**
- c) Digital story telling. **(5 marks)**
- d) Characteristics of online media **(5 marks)**
- e) Citizen journalism **(5 marks)**
- f) Interactivity **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

The advent of the internet has brought about a phenomenon known as media convergence. Based on your knowledge of convergence explain, using examples from Kenya.

- a) The different levels of convergence. **(5 marks)**
- b) Reasons why media companies adopt convergence. **(15 marks)**

QUESTION 3

The online platform accords journalists and individuals an opportunity to operate anonymously. Giving relevant examples, discuss the different measures put in place to guard against the misuse of the internet.

(20 marks)

QUESTION 4

Discuss some of the legal and ethical challenges that face journalists working on the online platform.

(20 marks)