



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

## **BMC 2209: ONLINE JOURNALISM AND WEB SKILLS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2013

**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**

- a) With reference to any media organisation in Kenya, discuss the concept of convergence giving reasons why companies adopt convergence. **(15 marks)**
- b) Drawing from your experiences of online skills, discuss why blogging is an important source of information for the journalist. **(15 marks)**

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

Alvin Toffler has described changes in technology as the third wave. Explain the historical developments of technology and how they have affected journalism. **(20 marks)**

### **QUESTION 3**

Discuss the relevance of the mobile phone as a tool for communication and information. **(20 marks)**

### **QUESTION 4**

Citing relevant examples, discuss the difference between a citizen journalist and a conventional journalist. **(20 marks)**