



# **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:** DECEMBER 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) Explain the following in relation to online journalism skills.
- i) Manuel Castell Network Society (5 marks)
  - ii) Characteristics of new media (5marks)
  - iii) Effects of social media on journalism. (5marks)
- b) Outline the sources of ideas for a journalist working on the online medium. (5marks)
- c) Identify any Five ethical dilemma facing journalists working on the online medium. (5marks)
- d) Discuss any five ways in which government can exercise censorship and control on the net. (5marks)

## SECTION B (Attempt any TWO questions)

### QUESTION 2

- a) Define the term communities of choice (5 marks)
- b) Distinguish between of communities of choice and communities of birth. (15marks)

### QUESTION 3

Giving examples from the Kenyan media scene, explain the three different perspectives of convergence. (20 marks)

### QUESTION 4

- i) Define the term blogging. (5marks)
- ii) Explain why blogging has become an important medium of communication today. (15marks)