

CS



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER

MAIN EXAMINATION

**FOR THE BACHELOR OF JOURNALISM & MASS
COMMUNICATION**

COURSE CODE: JMA 414

COURSE TITLE: ONLINE JOURNALISM

DATE: MAY 2022 17th

TIME: 2 HOURS 2.0pm

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and Any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes ZERO tolerance to examination cheating

Instructions: Answer all questions in section A

SECTION A (30 MARKS)

QUESTION ONE

- a) Define online journalism. (2 marks)
- b) Discuss online journalism tools that journalists may use in the execution of their duties. (8 marks)
- c) With relevant illustrations, explain the concept of convergence journalism. (5 marks)
- d) With examples, discuss occasions where journalists may use the internet to collect information for news stories. (9 marks)
- e) File management is an essential skill to journalists. Highlight the steps that can be used to organize computer files by a journalist. (6 marks)

SECTION B (40 MARKS) Instructions: Choose any two questions in section B

QUESTION TWO

- a) Highlight **FIVE** characteristics of new media in journalism. (10 marks)
- b) Describe **FIVE** tools that journalists may use for online research and information gathering. (10 marks)

QUESTION THREE

- a) Assume you are working at a media house as a web content editor. Highlight **FIVE** strategies you may use to edit content to be published on your organization's website. (10 marks)
- b) Compare and contrast online journalism versus traditional journalism. (10 marks)

QUESTION FOUR

- a) Discuss **FIVE** benefits of organizing computer documents to a journalist. (10 marks)
- b) Outline **FIVE** basic elements of good website design. (10 marks)

QUESTION FIVE

- a) Outline **FIVE** ethical and legal issues in online journalism. (10 marks)
- b) Discuss **FIVE** criteria that may be used to evaluate online information. (10 marks)