



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021/2022 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMA 414

COURSE TITLE: ONLINE JOURNALISM

DATE: 15TH NOVEMBER, 2022

TIME: 11.00AM - 1.00PM

INSTRUCTION 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.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Define the following concepts used in online journalism:
- i. Online journalism (2 marks)
 - ii. Hypertextuality (2 marks)
 - iii. New media (2 marks)
 - iv. Citizen journalist (2 marks)
 - v. Yellow journalism (2 marks)
- b) Outline **THREE** types of media convergence. (9 marks)
- c) Discuss **THREE** instances where journalists may use the internet to collect information for news stories instead of going out to the field. (6 marks)
- d) State **FIVE** characteristics of new media in journalism. (5 marks)

QUESTION TWO (20 MARKS)

- a) Explain **FIVE** challenges brought about by citizen journalism. (10 marks)
- b) Describe **FIVE** sources of online information available to journalists. (10 marks)

QUESTION THREE (20 MARKS)

- a) Highlight **FIVE** criteria for effective web writing and editing. (10 marks)
- b) Describe **FIVE** differences between online and traditional journalism. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Discuss **FIVE** advantages of a journalist organizing computer files well. (10 marks)
- b) A website is an essential online journalism tool. Discuss **FIVE** basic elements to be considered when designing a good website. (10 marks)

QUESTION FIVE (20 MARKS)

With reference to the current media landscape in Kenya, critically analyse how online journalism has revolutionized and impacted the sourcing, gathering, packaging, dissemination and consumption of media products.