



DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS207

COURSE TITLE: PRINCIPLES OF DIGITAL MEDIA AND ONLINE JOURNALISM

EXAM DATE: Friday

DURATION: 3 HOURS

TIME: 8:00AM-11:00AM

DAY

INSTRUCTOR: Ms. Hilda Kamau

INSTRUCTIONS

Read the instructions and questions carefully before you write the answers.

This Exam Script has TWO (2) Sections.

Section "A" is COMPULSORY.

Answer any THREE questions in section "B"

SECTION A (COMPULSORY)

1. Using relevant examples, discuss **FIVE** contrasts between traditional journalism and online journalism. **(10marks)**

SECTION B (ANSWER ANY THREE QUESTIONS)

2. Explain **five** reasons why blogging remains a reliable platform for practice of online journalism. **(10marks)**
3. Justify **five** platforms that can be utilized under social media to disseminate information. **(10marks)**
4. Citizen journalism remains popular and acceptable in many aspects of media information dissemination. Using relevant examples from Kenya, analyze five disadvantages of this approach. **(10marks)**
5. As an online journalist, explain **five** ethics that would guide you within the sphere of social media. **(10marks)**