



DEPARTMENT: COMMUNICATION, LANGUAGES & LINGUISTICS

COURSE CODE: JMS207

COURSE TITLE: PRINCIPLES OF DIGITAL MEDIA AND ONLINE JOURNALISM

EXAM DATE:

DURATION: 3 HOURS

TIME:

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. Discuss five platforms that you can utilize under social media to disseminate information giving an advantage of each **(10 marks)**

SECTION B (ANSWER ANY THREE QUESTIONS)

2. Citizen journalism remains popular and acceptable in many aspects of media information dissemination. Analyze five disadvantages of this approach. **(10 marks)**

3. Female motorist: I was assaulted, robbed as mob recorded

Thursday, March 10, 2022

By Hilary Kimuyu

Nation Media Group

An accident that shocked Kenyans would have gone unnoticed if not for a short video clip that was uploaded on social media early this week.

The extremely disturbing one-minute footage shows an angry mob of boda boda riders descending upon a terrified female driver, who can be heard helplessly screaming for help, got the attention of the President.

In a police report filed on Friday at the Parklands Police Station after the incident, the victim is not identified for legal reasons.

The report says she was involved in a road accident on Wangari Maathai Road at 5pm on Friday, but the matter did not come to the limelight until a short clip started circulating on social media on Monday.

According to her statement, a boda boda rider blocked her car abruptly, forcing her to crash into it and leaving the rider with a broken leg.

The motorist, whom nation. africa learnt is an employee of a United Nations agency, stopped a few metres from the scene but was mobbed by a group of riders, some of whom tried to rob her.

This forced her to take off, but stopped a few metres away.

The riders raced after her and blocked her car.

They then opened her car door, with some of them robbing her of her personal effects.

All she could do was scream for help.

One of the riders, all this while, was recording her ordeal.

Half-naked, she was later rescued by a traffic police officer who was alerted by other motorists.

In view of the above news story, explain any **five** news values brought out in the story.
[10marks]

4. Examine the following news leads from the *Nation* newspaper and answer the questions that follow.

<p>Lead 1: Deputy President William Ruto has denied claims that he had plotted to impeach his boss President Uhuru Kenyatta.</p>	<p>Lead 2: There is something menacing about Kibra, that sprawling, muddy, iron-sheet blemish on the nation's conscience, the testament of 60 years of failed development.</p>
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- a) Referring to the **leads 1 & 2** above, explain which lead would be appropriate for;
- i. A hard news story [2marks]
 - ii. A soft news story [2marks]
- b) Write a catchy headline for each of these leads for your online audience. [2marks]

c) In reference to the leads above, explain any **two** factors that influence choice of such news stories in view of news values of a media organization. **[4marks]**

5. As an online journalist, explain **five** ethics that would guide you within the sphere of social media. **(10marks)**