



COM 207 - PRINCIPLES OF DIGITAL MEDIA & JOURNALISM
SEPT-DEC 2021 EXAM
DEGREE PROGRAMME

Section A – Compulsory

Question One (10 marks)

- a. A local media station is hiring a journalist to handle its digital platforms. Given the opportunity, explain how you would use any **four** new channels to reach new and existing online audiences? **(8 marks)**
- b. Wikipedia is one online resource that could be a minefield or a goldmine for journalists. Discuss how it is both a goldmine and a minefield. **(2 marks)**

Section B – Choose any three questions (30 Marks)

Question two

- a. Discuss any **two** ethical and legal issues that a digital journalist may face in their line of duty when dealing with data **(4 marks)**
- b. Some of the most publicized Internet-related journalistic misadventures could have been avoided through evaluating the quality of information provided to the journalists. As a news editor at a media house, discuss any **three** ways of verifying such information. **(6 marks)**

Question three

News values play a major role within modern journalism. Some of these values differ from the traditional news values. If you were a news blogger, illustrate how you would apply any **five** of these values when producing your content? **(10 marks)**

Question four

- a) As a professional journalist covering the progress of the new Covid-19 variant Omicron, discuss any **useful, up to date, accurate** source of news that you can use in order to ensure that the story is factual. **(2 marks)**

- b) As an employee at Macho Kali TV, you would like to pitch a proposal to the management to convince them to launch a digital platform that would complement its electronic and print media. Discuss any **four** unique characteristics of digital journalism you would include in your pitch. **(8 marks)**

Question five

Computer Assisted Reporting is about using technology to help gather better quality information to produce better quality reporting. As the manager of a local media house, you have been tasked to recruit a suitable candidate for this job. Discuss any **five** key skills that you would be looking for. **(10 marks)**