



FINAL EXAMINATION

SEPTEMBER-DECEMBER 2017

COM 207: PRINCIPLES OF DIGITAL MEDIA AND ONLINE JOURNALISM

Section A is compulsory (30 marks)

Question ONE

- a) Discuss five effects of digital media and online journalism on advertisement
(10 marks)
- b) Explain five ethics that guide *online journalism within the sphere of social media*
(10 marks)
- c) Digital media and online journalism plays a major role in the globalization process.
Discuss any two practical examples in Kenya.

(10 marks)

Section B: Choose any two questions from this section (40 marks)

Question TWO

Discuss ~~ten~~ contrasts between traditional journalism and online journalism
(20 marks)

Question THREE

- a. Explain how blogging remains a reliable platform for practices of online journalism.
(10 marks)
- b. Explain five platforms that can be utilized under social media to disseminate information
(10 marks)

Question FOUR

Using appropriate examples, discuss any four laws that regulate the practice of online journalism in Kenya
(20 marks)

Question FIVE

- a) Discuss how a multi-platform approach in online journalism improves communication effectiveness.

(10 marks)

- b) Citizen journalism remains popular and acceptable in many aspects of media information dissemination. Analyze five disadvantages of this approach.

(10 marks)