



PAC INSTITUTE OF TECHNOLOGY AND SOCIAL STUDIES SEPTEMBER - DECEMBER 2024 ASSESSMENT

FORMATIVE ASSESSMENT

Qualification Code : 032106T4BJO
Qualification : BROADCAST JOURNALISM LEVEL 6
Unit Code : DBJ/114
Unit of Competency : FUNDAMENTALS OF DIGITAL JOURNALISM

TIME: 3 HOURS

WRITTEN ASSESSMENT

CANDIDATE WRITTEN ASSESSMENT

INSTRUCTIONS TO CANDIDATE:

- 1. Read all the instructions carefully before attempting the question.*
- 2. This paper consists of two sections, A & B.*
- 3. You are allowed 3 Hours to Answer the questions.*
- 4. Marks for each question are indicated in brackets.*
- 5. Write your responses in the Separate Answer booklet provided.*
- 6. Do not write anything on this question paper*

SECTION A: (40 MARKS)

Answer ALL questions in this section.

1. Identify **FIVE** functions of the internet in digital journalism. (5 Marks)

2. State **FIVE** differences between traditional and digital journalism. (5 Marks)

3. List **FIVE** challenges facing digital journalism in today's digital era. (5 Marks)

4. List **FIVE** factors to consider when creating digital content. (5 Marks)

5. State **FIVE** ethical challenges digital journalists face in terms of privacy, accuracy, and credibility. (5 Marks)

6. List **FIVE** advantages of mobile journalism in today's digital media. (5 Marks)

7. Identify **FIVE** functions of social media in digital journalism. (5 Marks)

8. List **FIVE** key steps taken when uploading digital content. (5 Marks)

SECTION B: (60 MARKS)

*Answer any **THREE** questions in this section.*

9. Social media influence on news narratives has become a common phenomenon in today's digital era. Discuss how social media platforms like X and Facebook impact the dissemination, consumption and perception of news. (20 Marks)

10. Mobile journalism has been on the rise since the advent of the digital media with most citizens taking up the role to share real-time information with the public.

a. Explain the advantages of mobile journalism in relation to promoting citizen journalism.

(10 Marks)

b. Discuss the challenges that journalists face in the dissemination of news.

(10 Marks)

11. Digital media shapes different narratives. As a journalist you are tasked to create and upload content on social media. Discuss the steps that you would take to upload your content on any platform of your choice. (20 Marks)

12. Feedback and interactivity is a vital element in the digital journalism landscape. Discuss the strategies used by news organizations to foster interaction and feedback. (20 Marks)