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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

[PUBLIC RELATIONS & ADVERTISEMENT OPTION]

COURSE CODE: JMA 414

COURSE TITLE: ONLINE JOURNALISM

DATE: ~~26TH~~ APRIL, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Define online journalism. (2 marks)
- b) The internet is filled with misinformation and fake news. Discuss **FIVE** criteria that a journalist may use to evaluate the credibility and authenticity of online information. (10 marks)
- c) Giving examples, explain **THREE** types of media convergence that exist. (9 marks)
- d) Define citizen journalism and list **three** advantages and **four** challenges associated with it. (9 marks)

QUESTION TWO (20 MARKS)

- a) Discuss **FIVE** characteristics of new media in journalism that differentiate them from traditional media. (10 marks)
- b) Describe **FIVE** tools that journalists may use for online research and information gathering. (10 marks)

QUESTION THREE (20 MARKS)

- a) Writing for the web is distinctive from other forms of writing because web audiences are different from print audiences. Explain **FIVE** strategies for effective web writing and editing. (10 marks)
- b) Online journalists must be aware of the legal and ethical issues that guide their profession. Highlight **FIVE** legal and ethical issues in online journalism. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Keeping electronic information organized is a challenging yet important undertaking to journalists that includes tasks such as organizing stored files into folders, backing up files, compressing files to save space, archiving files, as well as setting permissions for access and security. Discuss **FIVE** benefits of organizing computer documents to a journalist. (10 marks)
- b) In order to enhance the overall user experience and enable a website to be as efficient and effective as possible in meeting its intended goals, a website must be designed with certain considerations. Outline **FIVE** basic elements of good website design. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Online journalism and traditional journalism are both intended to disseminate news and information to the masses. However, the two forms of journalism have some unique distinctions that differentiate them from each other. Discuss **FIVE** differences between online journalism and traditional journalism. (10 marks)
- b) Professional journalists in Kenya are facing competition from ordinary citizen journalists. Discuss how professional journalists can handle this unprecedented reality. (10 marks)