**MOUNT KENYA UNIVERSITY**

**2018 APRIL**

**(Virtual Campus)**

***CAT ONE***

**BJL 1111: INTRODUCTION TO PRINT AND BROADCAST**

**Instructions: Answer all the questions**

1. The digital age is here with us and the internet plays such a pivotal role in this ages. However, the internet is far from being a mass medium of communication like radio TV and print media. Giving well illustrated arguments, explain how and why the internet has failed to replace the traditional roles played by the mainstream media. (7mks)
2. Compare online newspapers and traditional print newspaper. (4mks)
3. Giving examples, identify and explain 4 documentaries in broadcast media. (4mks)