

**W1-2-60-1-6**

## JOMO KENYATTA UNIVERSITY OF AGRICULTURE AND TECHNOLOGY

**UNIVERSITY EXAMINATIONS 2018/2019**

**YEAR 2 SEMESTER 2 EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0209: ONLINE JOURNALISM**

**DATE: APRIL 2019 TIME: 1.5 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS**

1a) Define the term online journalism and explain how it differs from other forms of journalism (8 marks)

b) Explain how the internet has revolutionized journalism in Kenya (8 marks)

c) Outline any four ethical challenges associated with online journalism (4 marks)

d) Name any five attributes of an online journalist (5 marks)

e) Explain what entails good online writing (5 marks)

2a) Discuss any five online publishing tools used by journalists (10 marks)

b) Facebook and twitter are currently the most popular social networks. Explain how media houses and journalists are using these platforms (10 marks)

3a) Highlight the meaning of the concept ‘media convergence’ and discuss its relevance in mass communication (10 marks)

b) Discuss the role played by the internet in promoting media convergence (10 marks)

4a) Name and describe five personnels involved in the production of online content

(10 marks)

b) With clear illustrations, discuss five advantages of online journalism (10 marks)

5) 1) Explain the web based content management system and implications of web on media practice (10 marks)

2) Define the following terms

i) Interactivity

ii) Hypertextuality (4 marks)

3) Discuss any 3 (THREE) forms of online journalism (6 marks)