



# **GRETSA UNIVERSITY - THIKA**

## **UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER**

### **DIPLOMA IN JOURNALISM & MASS COMMUNICATION**

**COURSE CODE: DJMC 023**

**COURSE TITLE: ONLINE JOURNALISM**

**DATE: 12 MAY 2021**

**TIME: 3:00 PM - 6:00**

**PM**

#### **INSTRUCTIONS TO CANDIDATES**

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

**CAUTION:** All exam rooms are under CCTV surveillance during the examination period.

## **SECTION A: COMPULSORY**

### **QUESTION ONE**

- a) Why do you think it's essential for a journalist to have online platforms as their tools of work? [5 Marks]
- b) Online Journalism has been characterized with three main paradigms. Discuss the following paradigms as used to describing the characteristics of online journalism [10 Marks]
- i. Hypertextuality
  - ii. Multimediality
  - iii. Interactivity
- c) Discuss the architecture of the internet [5 Marks]
- d) Explain five challenges of using the web to an online journalist. [5 Marks]
- e) For journalists and news organizations online journalism is a platform where people can be connected and information shared as they are. Discuss ways a journalist can use this platform [10 Marks]
- f) What's the advantage of Online Journalism over the Traditional media [5 Marks]

## **SECTION B: ANSWER ANY THREE QUESTIONS**

### **QUESTION TWO**

Citizen Journalism was as a result of the evolvement of both citizen journalism and new web media.

- a) Using examples, discuss as you highlight the features and challenges of citizen journalism [10 Marks]
- b) Demonstrate the types and usefulness of citizen journalism using suitable examples [10 Marks]

### **QUESTION THREE**

Crowd sourcing is a concept being embraced by a good number of organizations in the world today.

- a) Discuss the features of crowd sourcing using suitable examples [8 Marks]
- b) Examine the pros and cons of crowd sourcing. [12 Marks]

### **QUESTION FOUR**

Discuss measures employed to monitor on unethical use of the internet, highlighting internet neutrality and copyright issues in your discussion. [20 Marks]

### **QUESTION FIVE**

Online journalism is changing the current journalism model in both print and broadcast media. Discuss the validity of this statement with examples [20 Marks]