



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

FOURTH YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

### JOO 3453: ONLINE JOURNALISM

DATE: APRIL 2024

TIME: 2 HOURS

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INSTRUCTIONS: Answer question *one* and any other *two* questions

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#### QUESTION ONE (30 MARKS)

- a) Outline five ways in which social media has changed the practice of journalism today.  
(5 Marks)
- b) Describe FIVE ways in which interactivity as a feature of online journalism is helpful to the audience.  
(10 Marks)
- c) Outline three features you can include in your website in order to make it an effective media platform.  
(6 Marks)
- d) Discuss the difference between news as information, education and entertainment with examples and explain how online journalism facilitates these functions of media.  
(5 marks)
- e) Explain four ethics of online journalism  
(4 Marks)

## **QUESTION TWO (20 MARKS)**

- a) Describe five risks involved in the online journalism practice in Kenya. (10 Marks)
- b) Justify five factors that have made online journalism more relevant source of news in Kenya. (10Marks)

## **QUESTION THREE (20 MARKS)**

- a) Identify five ways you can use an online media tool of your choice as a media platform (10 Marks)
- b) Evaluate five elements of online journalism. (10 Marks)

## **QUESTION FOUR (20 MARKS)**

- a) Compare and contrast online journalism practice and the offline traditional media practice (10 Marks)
- b) Live coverage has made news a 24 hours business. Discuss the elements of news in the context of globalized world (10 Marks)

## **QUESTION FIVE (20 MARKS)**

- a) Show five ways in which online journalism is the future of the broader practice of journalism. (10 Marks)
- b) "Journalists are gatekeepers of information". Explain if this gatekeeping obstructs free flow of information in online journalism. (10 Marks)