

MCOMS 818: ONLINE JOURNALISM

INSTRUCTIONS

1. Do not write anywhere on this question paper.
2. Answer question **ONE** and any other **TWO** questions.

QUESTION ONE

- a) Explain any five styles used in writing news stories for the online audience (10mks)
- b) Discuss the implication of the term *online* in online journalism (10mks)
- c) Discuss the significance of the journalistic ethical principles in online journalism (10mks)

QUESTION TWO

- a) Explain the various ways in which online journalism is similar to traditional or conventional journalism (8mks)
- b) Discuss the role of online journalism in Kenya (7mks)

QUESTION THREE

Describe each of the following forms of presenting online content:

- a) Using mainstream sites (5mks)
- b) Using index and category sites (5mks)
- c) Using meta and commentary sites (5mks)

QUESTION FOUR

Explain the role of the internet in the following aspects of online journalism:

- a) Researching on a news beat (7mks)
- b) Retrieval of information (8mks)

QUESTION FIVE

- a) Discuss the factors behind the prominence of news blogs (10mks)
- b) Discuss the factors to consider when evaluating news blogs (10mks)