



CENTRAL UNIVERSITY

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION JUNE 2018

DEPARTMENT OF COMMUNICATIONS STUDIES

COMM306 – ONLINE JOURNALISM

TIME ALLOWED: TWO HOURS

LEVEL 300

STUDENT ID No......

INSTRUCTIONS:

ANSWER ONLY TWO (2) QUESTIONS IN THE ANSWER BOOKLET

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THE INVIGILATOR**

LECTURER: DENISE DUNCAN

ANSWER TWO (2) QUESTIONS OUT OF THE FOLLOWING.

- 1. Discuss Online Journalism with emphasis on any 8 of its characteristics as it differs from the traditional forms of journalism. (50 marks)**

- 2. Multimedia use comes with some responsibilities for the online journalist. List and explain five (5) of these responsibilities. (50 marks)**

- 3. You have been asked by the head of Communication Studies department to write an article for the web with particular interest in prospective students to easily find Central University when they surf the internet. List and explain five (5) of the guidelines you will follow in writing this piece of article. (50 marks)**

- 4. What is participatory journalism? List and explain 4 merits and 4 demerits that this type of journalism poses to mainstream media? (50 marks)**