



**CENTRAL
UNIVERSITY**
FAITH • INTEGRITY • EXCELLENCE

END OF SECOND SEMESTER EXAMINATIONS: 2020/2021

**DEPARTMENT OF COMMUNICATION STUDIES AND
LANGUAGES**

COMM 306: ONLINE JOURNALISM

TIME ALLOWED: THREE (3) HOURS

LEVEL 300

INSTRUCTIONS

ANSWER THREE (3) QUESTIONS IN THE ANSWER BOOKLET.

**DO NOT TURN OVER THIS PAGE UNTIL YOU HAVE BEEN TOLD TO DO SO BY
THE INVIGILATOR.**

LECTURER: DENISE D. DUNCAN

ANSWER THREE (3) QUESTIONS IN THE ANSWER BOOKLET.

1. A great online journalist applies journalism ethics. Discuss 4 of these ethics. **(20 Marks)**
2. a. Recount to your roommate the steps you took and the hurdles you crossed to build your blog which was evaluated as your mid semester project. **(10 Marks)**
b. Enumerate the challenges you faced and how you overcame them. **(10 marks)**
3. a. Define online journalism.
b. List and Discuss 5 characteristics of online Journalism that differs from the traditional form of journalism. **(20 marks)**
4. a. What is Guerrilla journalism?
b. List and explain 4 merits and 4 demerits that this type of journalism poses to mainstream media? **(20 marks)**
5. You have been asked by Mr. Akpabli, the head of Communication studies and Languages department to write a multimedia story to be placed on the university's website to market the department:
a. Explain what a multimedia story is. **(10 Marks)**
b. List and explain the three main things you will consider before writing the story in relation to your audience. **(10 Marks)**

END OF PAPER