



**CENTRAL
UNIVERSITY**

FAITH • INTEGRITY • EXCELLENCE

RESIT EXAMINATION: 2018/2019

DEPARTMENT OF COMMUNICATION STUDIES

COMS 306: ONLINE JOURNALISM

TIME ALLOWED: TWO (2) HOURS

LEVEL 300

INSTRUCTIONS:

ANSWER ONLY TWO (2) QUESTIONS IN THE ANSWER BOOKLET.

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

LECTURER: MS. DENISE DIANA DUNCAN

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)