



**DEPARTMENT OF COMMUNICATION AND MULTIMEDIA JOURNALISM  
SEPTEMBER- DECEMBER 2019 TRIMESTER  
EXAMINATION FOR DIPLOMA IN JOURNALISM  
RJN 036: ONLINE JOURNALISM**

**DATE: FRIDAY, 13<sup>TH</sup> DECEMBER 2019**

**TIME: 9.00-10.30 AM (1 h 30 min)**

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**GENERAL INSTRUCTIONS:**

Students are NOT permitted to write on the examination paper during reading time.  
This is a closed book examination. Text book/Reference books/notes are not permitted.

**SPECIAL INSTRUCTIONS:**

- 1 Write your REGISTRATION NO. Clearly on the answer booklet(s).**
- 2 Answer Question One and ANY other TWO questions.**
- 3 Questions in all sections should be answered in answer booklet(s).**
- 4 Marks allocated to each question are shown at the end of the question.**
- 5 PLEASE start the answer to EACH question on a NEW PAGE.**
- 6 For the questions, write the number of the question on the answer booklet(s) in the order you answered them.**
- 7 Write your answers in paragraph form unless stated otherwise.**
- 8 Keep your phone(s) SWITCHED OFF at the front of the examination room.**
- 9 Keep ALL bags and caps at the front of the examination room and do not refer to any unauthorized material before or during the course of the examination.**
- 10 You are only allowed to leave the examination room 30minutes to the end of the Examination.**

### **QUESTION ONE (COMPULSORY: 20 MARKS)**

- a) List three problems of relying on instant analytics and feedback to measure the popularity a TV show on a streaming device. **(3 marks)**
- b) One of the advantages of online journalism is the ability to instigate debate from across social media platforms. Briefly describe how you can maximise feedback on a subject from the mainstream social media network. **(6 marks)**
- c) Briefly describe strategies you can use to build audience for your blog that specialises in environmental news reporting. **(4 marks)**
- d) List three challenges that online media outlets face that stops them from becoming commercially viable entities like the mainstream/legacy media **(3 marks)**
- e) Highlight four reasons that make Twitter to be a more reliable social media network in “Breaking News” situations. **(4 marks)**

### **ANSWER ANY TWO QUESTIONS IN THIS SECTION**

#### **QUESTION TWO (10 MARKS)**

Discuss two ethical problems of Online Journalism **(10 marks)**

#### **QUESTION THREE**

- a) Highlight three challenges that media outlets face in the age of algorithms that minimize article exposure on social media platforms such as Facebook and Twitter. **(3 marks)**
- b) Giving an example of a media house, explain how a media house can navigate hurdles highlighted above. **(7 marks)**

#### **QUESTION FOUR**

Eliud Kipchoge just broke the world record in Marathon running by being the first man to complete a Marathon under 2 hours. BBC is putting journalists together to write the full profile of the man, without leaving any fact or minor detail out. You have been appointed to direct the project.

Outline how you will crowd-source journalists, experts and other relevant voices for the story using online sources. **(10 marks)**