

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 332: INTERNET TECHNOLOGIES AND COMMUNICATION

STREAMS:BA

TIME: 2 HOURS

DAY/DATE: TUESDAY 30/03/2021

2.30 P.M – 4.30 P.M

INSTRUCTIONS:

Answer question one and any other two questions

Do not write on the question paper

1. (a) Differentiate between multichannel distribution and parallel reporting. [2 marks]
(b) What are five ways in which you would recognize fake news? [5 marks]
(c) Describe any two online news audience trends and demonstrate their applicability to the Kenyan media landscape. [8 marks]
(d) Critically analyze any three types of media convergence. Use examples to support your points. [15 marks]
2. 'Every journalist needs to learn how to engage the audience.' Evaluate the effectiveness of any four types of audience engagement. [20 marks]
3. Online research is a vital skill today. Describe any four web search techniques you could use to find background information for news stories. [20 marks]
4. You are the online content producer at your media house. How would you go about generating story ideas online? Discuss five options. [20 marks]

5. Exhaustively discuss four steps you would take to manage an online community, giving the rationale for each step. [20 marks]
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