

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 (COMM)

TIME: 2 HOURS

DAY/DATE: TUESDAY 03/12/2019

2.30 PM – 4.30 PM

INSTRUCTIONS:

- **Answer Question One and any other Two Questions**
- **Do not write on the question paper**

1. Discuss the following concepts that are unique to online journalism:
 - (a) Multimedia [10 marks]
 - (b) Interactivity [10 marks]
 - (c) On-demand delivery [10 marks]
 2. Outline what research has found to be the online audience demographics. [20 marks]
 3. Online research is a vital skill today. Describe Five web search techniques you could use to find background information for news stories. [20 marks]
 4. Multimedia reporting requires skills in working with diverse media. For each of the following, describe any Five tips you would keep in mind so as to do a good job:
 - (a) Photography [10 marks]
 - (b) Digital audio [10 marks]
 5. Discuss the arguments around regulation of the internet and state your position. [20 marks]
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