

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF MASTER OF ARTS IN
COMMUNICATION AND MEDIA**

MJAC 818: ONLINE JOURNALISM

STREAMS:

TIME:3 HOURS

DAY/DATE: THURSDAY 13/04/2023

2.30 P.M. –5.30 P.M.

INSTRUCTIONS

Answer any four questions: All questions carry equal marks

1. What is TWITTER EFFECT in the context of journalism? (20 marks)
 2. The social media and other web technologies such as blogs affect newsroom operations in reporting news events. Discuss (20 marks)
 3. Explain in detail how online journalism differs from traditional journalism (20 marks)
 4. Discuss the key attributes of Twitter journalism that link its contribution to the expansion of the public sphere (20 marks)
 5. Evaluate the impact of online journalism on traditional journalism ethics use examples form online, broadcast and print media coverage of recent events in Kenya to illustrate your points (20 marks)
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