



STRATHMORE INSTITUTE

DIPLOMA IN JOURNALISM AND NEW MEDIA

DJNM 1207: NEW MEDIA (ONLINE, DIGITAL AND SOCIAL MEDIA)

END OF SEMESTER EXAMINATION

DATE: 7TH AUGUST 2023

TIME: 2 HOURS

INSTRUCTIONS

1. This examination consists of **FIVE** questions.
2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE – COMPULSORY – 30 MARKS:

- a) Describe the following terms below then discuss their impact on communication trends around the world in general and with career journalists specifically.
 - i. New media. **(10 marks)**
 - ii. Digital media. **(5 marks)**
 - iii. Online media. **(5 marks)**
 - iv. Social media **(5 marks)**
- b) Explain five (5) functions of new media. **(5 marks)**

QUESTION TWO – 15 MARKS:

Discuss five (5) characteristics of new media that differentiate them from old media. **(15 marks)**

QUESTION THREE – 15 MARKS:

New media has revolutionized the operations and functions of journalists and newsrooms and changed the operations of traditional media houses. Discuss this impact and highlight seven (7) major transformations. **(15 marks)**

QUESTION FOUR – 15 MARKS:

- a) New media is often characterized as highly interactive digital technology, which has changed the way people across the world are entertained and consume information. Describe five (5) examples of new media that illustrate the evolution of new media. **(10 marks)**
- b) Outline five (5) strategies that media houses have adopted in order to remain relevant and commercially viable in this new digital era. **(5 marks)**

QUESTION FIVE – 15 MARKS:

Many media professionals, including specialist journalists, have created successful blog websites to enhance their careers. Below is a sample of one such blog website. Demonstrate in detail how to set up a blog website from concept to the publishing of content. **(15 marks)**

