



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES & SOCIAL SCIENCES**

**BACHELOR OF ARTS IN COMMUNICATION**

**END OF SEMESTER EXAMINATION**

**BAC 2104: TRENDS IN DIGITAL COMMUNICATION**

**Date: 17<sup>th</sup> October 2023**

**Time: 13:00-15:00**

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**Instructions**

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

**(30 marks)**

- (i) Describe any five of the following issues in digital communication. In each case, provide a real-life example: (15 marks)
  - Humor tweets for PR
  - Microblogging
  - Twars
  - Viral posts
  - Memes
  - Picture-blogging
  - Curators
  - Aggregators
- (ii) Mention and describe three emerging risks and challenges associated with the evolving landscape of online interactions. (6 marks)
- (iii) In the realm of Public Relations (PR), the integration of Artificial Intelligence (AI) is poised to revolutionize various aspects of the industry. As we move forward, AI will be harnessed to enhance efficiency, accuracy, and effectiveness in PR strategies and activities. Discuss three tasks you will be performing using AI in your communication duties. (9 marks)

**Question 2****(15 marks)**

Google advanced search operators are special commands and characters that filter search results. They do this by making your searches more precise and focused.

- (i) Describe three search operators you have learnt from the Google News Initiative class. (9 marks)
- (ii) From the Google News Initiative class, describe two ways in which you can detect fake news. (6 marks)

**Question 3****(15 marks)**

Based on the 'Internet Minute' outline and describe five major digital disruptions that have taken place in the last decade.

**Question 4****(15 marks)**

Developments in the field of digital communication have led to a more digital approach to news production and consumption. Journalism has over the years changed to suit the new developments. Based on this digital disruption, Discuss the future of journalism.

**Question 5****(15 marks)**

The PESO model is a strategic framework used in the field of public relations and digital marketing to guide the development of comprehensive communication strategies. It emphasizes the integration of channels to create a holistic and effective communication strategy.

- (i) Assume you are the Director of Communication at Strathmore University. With an example in each case, provide a breakdown of how you would use each of the components of the model in your work. (12 marks)
- (ii) Explain how organic marketing would fit in this model. (3 marks)