



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES**

COURSE CODE: CMJ 3105

**COURSE TITLE: ONLINE & MULTIMEDIA
COMMUNICATION**

DATE: APRIL, 2022

TIME: 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer question **one** and any other **two** questions.

1. a) Explore the distinguishing characteristics of online journalism as from traditional journalism. **(10 marks)**
- b) Discuss how digital journalism has changed the way we access the news. **(10Marks)**
- c) Everett Rogers defines diffusion as the process by which an innovation is communicated through certain channels over time among the members of a social system. Discuss the statement in relation to the Diffusion of Innovation Theory **(10 marks)**
2. Write short notes on any 4 of the following as applied in multimedia Communication **(20 marks)**
- a) Web banner
- b) Blog
- c) Spyware
- d) Interactive broadband commercial
- e) Adware
3. a) Explain the various ethics related to cyber medium **(10 marks)**
b) Discuss the qualities of a good web site **(10 marks)**
4. Discuss the Prospects and challenges of online journalism **(20 marks)**

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