



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

BACHELOR OF ARTS IN

COMMUNICATION & PUBLIC RELATIONS

COURSE CODE: CPR 2207-1

**COURSE TITLE: ONLINE & DIGITAL
COMMUNICATION**

DATE: 18/4/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

1. Answer questions one and any other two questions.

*This paper consists of **TWO** printed pages. Please turn over*

1. a) Write short notes on Digital Divide (10 marks)
- b) Describe the various types of online advertising (10 marks)
- c) Explore defamation and the various defences that a journalist may have if he/she publishes an item that infringes the right of another. (10 marks)

2. 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. Describe the aforementioned statement in relation to innovation characteristics (20 marks)

3. a) Explore the gate keeping theory as proposed by Kurt Lewin. (10 marks)
- b) For one to become an ardent online journalists, there are various consideration one needs to take into account so as to write right and tight. Discuss (10 marks)

4. a) Explore the various tips for an effective web design (10 marks)
- b) Discuss the workflow of online storytelling (10 marks)

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