



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF ARTS IN KISWAHILI &
JOURNALISM**

COURSE CODE: CMJ 3105

**COURSE TITLE: ONLINE & MULTIMEDIA
COMMUNICATION**

DATE: 13TH DECEMBER, 2022

TIME: 0830-1030

INSTRUCTIONS TO CANDIDATES

1. Answer question one and any other two questions.

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

1. a) Write brief notes on impact of internet on Process, Production, Storing, retrieval and Presentation of news (5 marks)
- b) Discuss how digital journalism has changed the way we access the news (5 marks)
- c) A blog is a website in which items are posted on a regular basis and displayed in reverse chronological order. The term blog is a shortened form of weblog or web log. Discuss the aforementioned statement (20 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. Rogers' definition contains four elements that are present in the diffusion of innovation process. Explore these elements (20 marks)
3. a) Explore the advantages of blogging (10 marks)
- b) Write short notes on: (10 marks)
 - i) Spamming
 - ii) Spoofing
4. Describe the various types of online advertising (20 marks)

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