



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**

**BACHELOR OF SCIENCE (HONOURS) DEGREE IN JOURNALISM AND MEDIA STUDIES**

**ONLINE JOURNALISM**

**IJM 2216**

**Main Examination Paper**

**May 2017**

This examination paper consists of 3 pages

**Time Allowed:** 3 hours  
**Total Marks:** 100  
**Examiner's Name:** Mr NkosanaDube

**INSTRUCTIONS**

1. Section A is compulsory.
2. Answer **any two questions from Section B.**
3. Start the answer to each question on new page.
4. Poor spelling and grammar will be penalized.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	30
3.	30
4.	30
5.	30

## SECTION A

### QUESTION 1

a). Describe the key features of online journalism that distinguishes it from traditional journalism. **(10 marks)**

b). Explore the social and technological factors that were instrumental in the development of online journalism in Zimbabwe. **(30 marks)**

**TOTAL [40Marks]**

## SECTION B

### QUESTION 2

Evaluate the assertion that professional journalists have become irrelevant due to the proliferation of social media and citizen journalists. **[30 marks]**

### QUESTION 3

a) Identify and explain the three types of interactivity that can be found on news websites. **(12 marks)**

b) Discuss the view that website interactivity provides the reader with wholesome news. Give examples of local, regional and international news websites that provide this interactivity.

**(18 marks)**

**TOTAL [30 Marks]**

### QUESTION 4

Using specific examples, explore some of the ethical and professional dilemmas that have arisen in Zimbabwe and beyond due to the deployment of new media on the professional practice of journalism. **[30 Marks]**

## **QUESTIONS**

a). Using local, regional and international examples, discuss the threat facing bloggers.

**(15 marks)**

b). Explore how the use of Web 2.0 platforms such as social networking and micro-blogging sites have affected the experience of distributing and consuming news.

**(15 marks)**

**TOTAL**

**[30 Marks]**