



**JARAMOGI OGINGA ODINGA
UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF EDUCATION, HUMANITIES AND SOCIAL SCIENCES
UNIVERSITY EXAMINATION FOR DIPLOMA IN DIGITAL JOURNALISM**

**2nd Year 1st SEMESTER 2023/2024 ACADEMIC YEAR
MAIN REGULAR**

COURSE CODE: MDJ/CU/DIJ/CR/10/6

COURSE TITLE: MEDIA CONVERGENCE

EXAM VENUE: STREAM: (Dip. Digital Journalism)

DATE: EXAM SESSION: Aug-Jan 2024

TIME: 2.00 HOURS

Instructions:

- i. Answer questions ONE and any other THREE.
- ii. Candidates are advised not to write on the question paper.
- iii. Candidates must hand in their answer booklets to the invigilator while in the examination room.

Section A

1. a) Define the following terms
 - i. Media Convergence
 - ii. Communication
 - iii. Computing
 - iv. Content (5 Marks)
- b) State and explain two examples of economic convergence (5 Marks)
- c) What are the challenges of Media Convergence? (5 Marks)
- d) What is meant by corporation and Collaboration in media convergence? (5 Marks)
- e) State and explain the 3 major examples of Media Convergence. (5 Marks)
- f) How does Media Convergence impact content dissemination? (5 Marks)
- h) What are the risks of media convergence? (5 Marks)
- i) What are the four dimensions of media convergence? (5 Marks)

Section B

2. What significance does the continuing development of digital media technology have for media institutions? (20 Marks)
3. i.) Identify three effects of specific types of media convergence on Journalism (10 Marks)
ii.) What impact does media ownership have upon the range of products available to audiences in the media industry? (10 Marks)
4. i) What distinguishes new media from traditional print media? (10 Marks)
ii) What are some ethical implications of the changes in privacy that have occurred because of social media like Facebook? (10 Marks)
5. i.) What are the main facilities that must be provided in a system to support the integration of multimedia? (5 Marks)
ii.) Evaluate the role of digital technologies in the marketing and consumption of products in the media area. (15 Marks)
6. Cross media convergence and Synergy are vital processes in the successful marketing of media products to audiences. To what extent do you agree with this statement in relation to a media of your choice? (20 Marks)
7. Discuss ways in which audiences can engage with each other and with media organizations. Has this has made audiences more active? (20 Marks)