



Professional Qualification in JOURNALISM AND MEDIA STUDIES

Level 5 Diploma

UNIT 1 – PRINT AND ONLINE JOURNALISM

Question 1

- (a) **Illustrate why** ethical issues are important aspects of online journalism. Use examples to support your answer. (12 marks)
- (b) **Suggest TWO** ways in which the maintenance of ethical standards can be monitored. **Justify** your answer. (8 marks)

Question 2

Differentiate between the benefits online journalism brings to journalists and the benefits online journalism brings to audiences. (20 marks)

Question 3

- (a) **Illustrate TWO** ways in which a journalist can use narrative effectively. Use examples to support your answer. (12 marks)
- (b) **Suggest why** a journalist must take into account the audience's attention span. **Justify** your answer. (8 marks)

Question 4

- (a) **Illustrate why** creative use of lighting can increase the impact of a video footage. Use examples to support your answer. (12 marks)
- (b) **Recommend TWO** audio-editing techniques to enhance the impact of a video clip. **Justify** your answer. (8 marks)

Question 5

- (a) **Illustrate how** user facilities can add value to a blog site. Use **current** examples to support your answer. (10 marks)
- (b) **Compare TWO** ways of customising a blog site. (10 marks)