



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI –GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of First Semester Examination, 2021/2022 Academic Year**

**Level 400**

**BACS 445: WRITING FOR THE WEB**

**January 2022**

**[70 marks]**

**Time: 2 Hours 30mins**

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**INSTRUCTIONS TO CANDIDATES**

- Provide your answer in the **Answer Booklet**
- **ANSWER QUESTION 1 AND ANY OTHER TWO**
- Marks will be awarded for clarity of expression and logical presentation of facts.
- Write your index number clearly at the top of the question paper.
- The question paper should be inserted in the answer booklet for submission.

***Examiner: Ginn Bonsu Assibey (PhD)***

1. Writing for the Web is different from writing for print journalism due to differences in media. It is mandatory for journalists in the 21<sup>st</sup> century to understand how to write online news that meets international standards. Outline and explain five guidelines to adhere to write captivating online content. **(30 marks)**
  
2. The landscape of journalism has changed due to the prevalence of Social Media, which has negated the need for “drop and pull” as well as “parachute journalism”. However, there are certain challenges associated with online Journalism that pose threat to society as a whole. Outline and discuss five of such challenges. **(20 Marks)**
  
3. Understanding the differences between the characteristics of old and New Media play a major role in the creation of news content that is audience centred to meet their informational needs while facilitating easy reading and comprehension. State and explain four of such differences. **(20 Marks)**
  
4. Online content is packaged for both human audience and AI audience, which includes search engines. However, the AI search engines that facilitate easy identification of your website or news article are mostly neglected in web content structure. Outline and explain three ways to factor AI search engines into your content structure. **(20 Marks)**

**\*\*End\*\*\***