



COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES & EDUCATION

NHMJ207: Digital Journalism

END OF SECOND SEMESTER EXAMINATIONS

MAY/JUNE 2026

LECTURER: MR. W. MUKONO

DURATION: 12 HOURS

INSTRUCTIONS

1. This paper contains **ONE** section (Section A).
 2. Video Camera, Laptop, Microphone, Audio Recorder and Flash Stick
 3. Answer **ONE (1) question**.
 4. Submit soft copies on a flash stick for the project as well as the news script.
 5. Upload your story of Facebook and provide the link in your script for marking
 6. Credit will be awarded for legible, logical, systematic, and neat presentation.
 7. Do not repeat material.
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INSTRUCTION: Answer Question 1.

Question 1

1. Zimbabwe is experiencing rapid growth in digital media usage, particularly on platforms such as WhatsApp, Facebook, X, and YouTube. News consumption among youth (18-35 years) is increasingly mobile driven and interactive. Your university is hosting a Youth Digital Innovation Expo focusing on technology, entrepreneurship, and sustainable development in Zimbabwe. You are assigned as a digital journalist to produce multimedia content for an online news platform covering the event.

TASK:

a) Digital News Story (40 Marks)

- I. Write a 200-word hard news story about the Youth Digital Innovation Expo
- II. Include:
 - A compelling headline
 - A subheading
 - At least 2 attributed sources (you may create realistic but credible sources)
 - Relevant digital context

(Marking will focus on news structure, accuracy, digital adaptation, clarity)

b) Social Media Adaptation (20 Marks)

- I. Repurpose your story for:
 - A Facebook post (engagement-driven).

(Marking will focus on platform awareness, brevity, engagement and tone adaptation.)

c) Multimedia Planning (15 Marks)

Provide:

- A shot list (minimum 5 shots)
- Caption for one photo
- A short video storyboard (3-5 scenes)

(Marking will focus on visual storytelling, relevance, sequencing)

d) Verification and ethics (15 Marks)

Explain:

- How you would verify user-generated content from social media.
- Ethical considerations when covering youth and digital entrepreneurs.

- How you would avoid misinformation.
- e) Analytics and Audience Strategy (10 Marks)
- Identify key digital metrics you would use to track engagement rate
 - Explain how analytics would influence follow-up coverage

END OF PAPER
