



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

(DMR 5 DMP 5)

ONLINE JOURNALISM

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (i) Describe any **TWO** features of streaming media. (10 marks)
- (ii) Distinguish between Internet and World Wide Web (WWW) (10 marks)
- Q.2 (i) Differentiate between a web page and a web site. (10 marks)
- (ii) Explain any **NINE** key steps of creating a website. (10 marks)
- Q.3 (i) Name any **FIVE** privacy threats. (5 marks)
- (ii) Discuss any **THREE** key solutions to privacy threats. (15 marks)
- Q.4 (i) Define online journalism ethics. (2 marks)
- (ii) Describe any **FIVE** online journalism ethical considerations. (10 marks)
- (iii) Outline any **EIGHT** features of new media. (8 marks)
- Q.5 (i) Illustrate online journalism security. (4 marks)
- (ii) State and explain online journalism security measures. (16 marks)
- Q.6 (i) Discuss the major draw backs of Internet. (10 marks)
- (ii) Explain why the Internet is “here to stay”. (10 marks)
- Q.7 (i) Name any **FOUR** web protocols. (4 marks)
- (ii) Define media convergence. (2 marks)
- (iii) Describe any **THREE** Media convergence areas. (6 marks)
- (iv) Explain any **FOUR** legal aspects of online journalism. (8 marks)