



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) Define online journalism ethics. (2 marks)
- (ii) Describe the following online journalism ethical consideration:
- (a) No plagiarism
 - (b) Disclose
 - (c) No gifts or money for coverage
 - (d) Credibility
 - (e) Honest
- (10 marks)
- (iii) Outline the key features of new media. (8 marks)
- Q.2 (i) Describe any **TWO** features of streaming media. (10 marks)
- (ii) Explain any **EIGHT** key steps of creating a website. (10 marks)
- Q.3 (i) Name any **THREE** web protocols (3 marks)
- (ii) Define media convergence. (2 marks)
- (iii) Describe the following Media convergence areas:
- (a) Media technology
 - (b) Media economics
 - (c) Media form and content.
- (15 marks)
- Q.4 (i) Explain the following terms as applied in web design models.
- (a) Linear approach
 - (b) Hierarchical
 - (c) Spoke/Hub
 - (d) Full web design models
- (8 marks)
- (ii) Describe any **FIVE** web design principles. (10 marks)
- (iii) Define online journalism security. (2 marks)
- Q.5 (i) Define a web page. (2 marks)
- (ii) Define a website. (2 marks)
- (iii) State any **EIGHT** features of the Internet. (6 marks)

- (iv) State any **EIGHT** features of the World Wide Web (WWW). (8 marks)
- Q.6 (i) Name any **TWO** privacy threats. (2 marks)
- (ii) Discuss the following solutions to privacy threats.
- (a) Backup
 - (b) Intrusion detection
 - (c) Recovery plan
 - (d) Encryption
 - (e) Approved user
 - (f) Firewall
 - (g) Application safeguard. (18 marks)
- Q.7 (i) Name any **TEN** disadvantages of the Internet. (10 marks)
- (ii) Outline any **TEN** advantages of the Internet. (10 marks)