



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

DIPLOMA IN MASS COMMUNICATION

HMC 2210: HMC 2210: ONLINE JOURNALISM AND WEB DESIGN

END OF SEMESTER EXAMINATION

**SERIES:**

**TIME: 2HOURS**

**DATE:** Pick Date Aug 2019

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **Question ONE**

- (i) Define the following terms as used in online journalism and web design
  - a. Participatory journalism (2 Marks)
  - b. Cybercrime (2 Marks)
  - c. Libel (2 Marks)
  - d. URL (2 Marks)
  - e. Podcast (2 Marks)
  - f. Web design (2 Marks)
- (ii) What is a website? (2 Marks)
  - a. Describe any TWO mandatory components of a website (4 Marks)

- (iii) State THREE things that a claimant does not have to prove to in a defamation case (6 Marks)
  - a. What are the THREE sections of a URL? (6 Marks)

### **Question TWO**

- i) Explain any SIX online ethical practices (12 Marks)
- ii) Identify and explain any FOUR legal defenses available to the online journalist (8 Marks)

### **Question THREE**

- i) Describe any FIVE components of a website (10 Marks)
- ii) Explain any FIVE advantages of media convergence (10 Marks)

### **Question FOUR**

- i) Describe any THREE public interest situations that may cause an online journalist to breach the code of conduct? (6 Marks)
- ii) Identify and give examples of any FIVE online behaviors that are considered unethical? (10 Marks)
- iii) State and explain any FOUR advantages of media convergence (4 Marks)

### **Question FIVE**

- i) Explain any TEN principles of the National Union of Journalists' (NUJ) code of conduct. (20 Marks)

