



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR;
DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
HMC 2210 ONLINE JOURNALISM AND WEB DESIGN
END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

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.

QUESTION ONE

i) Explain the following. (30 Marks)

a) HTTP or Hypertext Transfer Protocol: (4 marks)

b) Search Engine Optimization or SEO: (3 marks)



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c) Uniform Resource Locator or URL: (4 marks)

e) Web Template: (3 marks)

f) World Wide Web or WWW: (3 marks)

(ii) Define the following

a) Convergence: (2 marks)

b)Info graphic: : (2 marks)

b) Video on Demand (VoD): (2 marks)

d) Web Television: (2 marks)

iii) State FOUR Characteristics of online journalism. (4 marks)

UESTION TWO

You are running the online site of one of a print news outlet and struggling to pay bills. Staff cuts may be necessary if you don't start making more money from advertising. Then you get a message from a member of your advertising force. Leading manufacturer of computer printers wants to place a lucrative series of eye-catching ads on your site's section from page promoting its new printers. You respond positively but insist that nothing about your site will be compromised by advertisements. The company representative agrees but presents this scenario. The pages which are normally colorful would appear entirely in black and white. When first loaded. Only when the user clicked on the ad would the page suddenly appear in full color. All story and link text would remain the same regardless. The company representative mentions that, among others, USAToday.com and HorWired.com have already run these ads.

(i) Explain the cost and benefit of your decision.)(8 marks)



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- (ii) Explain THREE approaches that you would use to achieve your goals.(6 marks)
- (iii) Explain THREE ethical considerations in this case..(6marks)

QUESTION O THREE

Discuss the advantages of digital story telling

(20marks)

QUESTION FOUR

Discuss the values that you would keep in mind while using social media especially for official purposes. in mind to smoothen the interaction: (20 marks)

QUESTION FIVE

One of the watershed days in the history of web news was the day in September 1998 that the Stutt Report was released to the Web Prosecutor Kenneth Stutt.Kenneth. Stutt report on President Clinton's affair with Monica Lewinsky contained graphic descriptions of sexual conduct that would not normally have appeared in a family newspaper.. In spite of this, many publishers eagerly posted the entire Stutt report on their websites, or linked onsite with the full text., urging that the weight of the story overshadowed the character of the content. Some editors chose not to do so on moral grounds. Regardless, the day remains one of the busiest in the history of Web news.

REQUIRED

- (I) Discuss ANY FIVE choices that you would make as a web editor.(15 marks)
- (ii) Explain what could happen incase the scenario prevailed in any of one of the African autocratic regime
- (a)Identify any FIVE social media platforms that have emerged after this case study. (5 marks)



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