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TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2210 ONLINE JOURNALISM
END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

Do not write on the question paper.

QUESTION ONE



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- (a) Describe FIVE challenges associated with online journalism. (10 marks)
- (b) Describe ANY FIVE characteristics of online journalism (10 marks)
- (c) Discuss ANY FIVE ethical considerations experienced by citizen journalism.
(10 marks)

QUESTION TWO

Explain the principles used for web writing(20 marks)

QUESTION THREE

You have been asked to make a presentation to both the County and National governments officials on the use of Social Media for citizen engagement. What would you include in your presentation.(20 marks)

QUESTION FOUR

Discuss how you would detect fake NEWS before sharing online(10 marks)

QUESTION FIVE

- (a) Define Digital Media Literacy.(4 marks)
- (b) Explain the Differentiate among.
 - (i) Misinformation.(marks)
 - (j) Disinformation.(4 marks)
 - (k) Mal-information.(4 marks)
 - (l) Deep fakes(4 marks4 marks)

Paper2.



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QUES (a) Describe FIVE challenges associated with online journalism. (10 marks)

The following are the challenges;

- ✓ The equipment are costly
- ✓ lack of infrastructure
- ✓ -Intimidation by authorities
- ✓ -Defamation cases
- ✓ -Poor remuneration

(b) Describe ANY FIVE characteristics of online journalism (10 marks)

- They are interactive

(c) Discuss ANY FIVE ethical considerations experienced by citizen journalism..(10)

- ✓ -Plagiarism

accountability

- ✓ -Good taste
- ✓ -Infringement of privacy
- ✓ -Accuracy and fairness

Credibility issues

Discipline of verification

QUESTION TWO

The following tips will help you write for the Web effectively:

- Use short sentences.
- Use simple language so that it can be understood by all types of users.
- Write in inverted pyramid format, that is, write your conclusion first and then explain your point.
- Use lists instead of paragraphs. Organize your information into bulleted lists and numbered lists.
- Include sub-headings in your content.
- Links in your web page must match the content in those pages.
- Organize your information into Frequently Asked Questions (FAQs) format. FAQs make information scannable. Incorporate Search Engine Optimization

QUESTION THREE Therefore, while using social media



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especially for official purposes, the following values may be kept in mind to smoothen the interaction:

1. **Identity:** It requires that one should always identify clearly who he is, what is his role in the department and publish in the first person. Disclaimer may be used when appropriate.
2. **Authority:** It suggests not commenting and responding unless authorized to do so especially in the matters that are sub judice, draft legislations or relating to other individuals.
3. **Relevance:** It advises to comment on issues relevant to one's area and make relevant and pertinent comments. This will make conversation productive and help take it to its logical conclusion.
4. **Professionalism:** It asks to be polite, be discrete and be respectful to all and do not make personal comments for or against any individuals or agencies. Also, professional discussions should not be politicized.
5. **Openness:** It suggests being open to comments – whether positive or negative. It is not necessary to respond to each and every comment
6. **Compliance:** It requires complying with relevant rules and regulations and suggests not infringing upon IPR, copyright of others.
7. **Privacy:** It advises not to reveal personal information about other individuals as well as not to publish one's own private and personal details unless the person wishes for them to be made public to be used by others.

QUESTION FOUR

- a) To detect fake news use the acronym SHARE
- S- Check for official a credible Source
 - H- Always read to the end of the Headline before sharing
 - A- Analyze.- Analyze the information to see whether it is believable and independent
 - R- Examine if the photographs have been Retouched.
 - E- Look for Errors(2 marks)
- The transmitter earth station

QUESTION FIVE

(a) I Digital Media Literacy.

The ability to locate, locate, retrieve, process and use digital information digitally.(4 marks)

(b) Explain the Differentiate among.

(m) Misinformation. This false information and a mistake It is done in goodwill (marks)



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- (n) Disinformation This is false information with the intention to harm. It is deliberate(ii will) It is sensational and exaggerated.(4 marks)
- (o) Mal-information. This is true information with the intention to harm. Genuine private is shared in the public sphere.information(4 marks)
- (p) Deep fakes. This is news that is obviously not factual and is not true(4 marks)

