

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
2014 FINAL EXAM QUESTION PAPER: MAIN

TITLE OF PAPER: NEW MEDIA

COURSE CODE: JMC 404

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Answer **Three** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own example to illustrate your answer(s).

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

QUESTION 1

Characteristics of New Media

“The Internet as a medium has most of the characteristics of new media, such as *interactivity*, *convergence* and *hypertextuality*”. Using the quote as a guide, describe these three key characteristics of new media.

[20 marks]

QUESTION 2

New Media and its Social Impact

‘With the development and ever-growing application of new media technology in our private and professional lives, new media now has many social consequences, and perhaps the most obvious consequence is that they are “ubiquitous because they affect everyone in societies where they are employed” (Lievrouw and Livingstone, 2002).’ Using the above quote as a starting point, discuss further the social and cultural consequences of new media technologies.

[20 marks]

QUESTION 3

The Internet

Explain how the Internet has become an important medium of communication in the Information Age.

[20 marks]

QUESTION 4

Social Media

Discuss the impact that social networking sites (as new forms of communication) have on media consumers.

[20 marks]

QUESTION 5**Citizen Journalism and Blogging**

Describe in the following ways how citizen journalism, as evidenced through blogging, differs from mainstream journalism:

- In voice and structure
- In commercial activity
- In expertise

[20 marks]

QUESTION 6**Mobile platforms**

“Mobile phones are now multiplatform, that is, television, radio, the Internet, computer and the telephone combined.” Using this comment as a starting point, discuss how new media technologies have redefined present-day cell phone use.

[20 marks]