

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2018

TITLE OF PAPER: NEW MEDIA

COURSE CODE: JMC 404

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

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

Question 1

In comparison to traditional channels of news, discuss why digital sources are becoming the preferred channel that young adults use to access news.

[20 Marks]

Question 2

Contrast how supporters of the technophilic and technophobic perspective view the impact of technological innovations on economic, social and cultural development.

[20 Marks]

Question 3

Discuss how the Information Age opens up new possibilities for the education system to create a more effective teaching and learning environment.

[20 Marks]

Question 4

Discuss how the Internet through its various applications provides a viable (and sometimes cheaper) alternative to traditional channels of communication.

[20 Marks]

Question 5

Discuss why some media scholars argue that we are witnessing a more 'participatory culture' due to how new media technologies have radically changed traditional models of communication and information distribution.

[20 Marks]

Question 6

Discuss how user-centric digital platforms such as social media have proven to be an invaluable tool for companies wishing to enhance their traditional marketing activities.

[20 Marks]