

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2015**

**TITLE OF PAPER: NEW MEDIA**

**COURSE CODE: JMC 404**

**TIME ALLOWED: 2 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 example to illustrate your answer(s).
4. For Question 3 you are only required to answer **one** question.

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

### **Question 1: Characteristics of New Media**

Explain how digitisation has extended the use of new media devices as tools for learning and teaching as well as whether it is realistic to advocate for their use in schools around Swaziland.

[20 Marks]

### **Question 2: New Media and its Social and Cultural Impact**

The Internet is described as a “global communications medium” which is a “network of networks that links people and information through computers and other digital devices allowing person-to-person and many-to-many communication and information retrieval” (DiMaggio et al., 2001). Based on this description, discuss the social and cultural implications of this medium for users living in an African country such as Swaziland.

[20 Marks]

### **Question 3: The Internet**

**Answer ONE of the following questions:**

A) Discuss how the World Wide Web has helped to make the Internet the major communication and information sharing medium that it is today as well as the significance of this medium in our professional lives.

**OR**

B) Critically explain how the concept of Web 2.0 is central to understanding the type of platform the Internet offers users in the Information Age. Also comment on the precautionary measures a person must take when using this new platform.

[20 Marks]

### **Question 4: Social Media**

The popularity of social media confirms the communicative capabilities powers that these sites bestow on media users. This popularity is also supported by how social media lends itself to offering media users an innovative communication space. Elaborate on the relevance of this statement, with the aid of examples.

[20 Marks]

**Question 5: Citizen Journalism and Blogging**

Citizen journalists are regarded as 'alternative' sources of news and information through the practice of blogging. Describe how the aspects of blogging position the practice as an alternative to traditional journalism. Comment on the role you envisage blogging playing in the Swazi context.

[20 Marks]