

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2016**

**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.
4. For Question 2 you are only required to answer either A or B.

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

**Question 1: Characteristics of New Media**

Discuss why some people believe that new media use blurs the line between ‘consumer’ and ‘producer’. In your answer address how both the software and hardware capabilities of new media products make this blurring more apparent.

[20 Marks]

**Question 2: Social and Cultural Impact of New Media**

**Answer Either A or B:**

A) Discuss the crucial role ICTs can play in promoting economic growth at both micro and macro levels in a developing country like Swaziland. Briefly comment on the “digital skills” that one would need to have in order to take advantage of these opportunities.

[20 Marks]

**OR**

B) Based on your understating of how an information society operates, discuss how ICTs can create an environment in which Swazi citizens – particularly the youth – can improve their lives.

[20 Marks]

**Question 3: The Internet**

Discuss some of the key technological developments that helped pave the way for the Internet’s widespread adoption from its early days as a localised military network. *Your discussion need not go beyond the developments of the mid-2000s.*

[20 Marks]

**Question 4: Social Media**

Explain what is meant by the claims that social media has challenged:

- i) Traditional notions of expertise and authority. (10)
- ii) Traditional relationships between businesses and their customers and the public. (10)

[20 Marks]

**Question 5: Citizen Journalism and Blogging**

In the context of freedom of expression, discuss why ordinary citizens as well as media practitioners in the Southern African region are called upon to “embrace digital platforms and use them to improve the quality of [news] content and broaden their outreach.”

[20 Marks]