Tutorial Letter 201/1/2018

New media technology
COM3704

Semester 1

Department of Communication Science

This tutorial letter contains important information
about your module.

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CONTENTS

Dear Student

1   INTRODUCTION AND WELCOME

We hope that your examination preparation is going well.

This tutorial letter is a follow up to Tutorial Letter 101 and it designed to assist you with matters regarding examination preparation.

In addition, it provides you with feedback to the first and second assignments. If you recall, the first assignment was a multiple choice question (MCQ) assignment in which you had to answer twenty (20) questions, while the second assignment was an essay-type assignment.

Please read this tutorial letter carefully and use it as a guide while preparing for the upcoming May/June examination. Use it to pinpoint your strengths and weaknesses in the assignments so that you can improve on your marks when you write the final examination for the module.

We sincerely hope that you have had a fruitful experience on myUnisa and we encourage you to continue to visit myUnisa after reading this tutorial letter as something interesting relating to the examination preparation could come up.

To all the students who visited us on campus, e-mailed or called about pertinent issues relating to the module, thank you for taking the extra step and showing enthusiasm for this subject.

We wish you all the best in the examination.

Should you need additional assistance in preparing for the examination, please call us directly, post a question on the forums, e-mail us, or make an appointment to see us.

The contact details for the lecturers currently working on this module are shown at the end of this tutorial letter.

2 COMMENTS ON ASSIGNMENTS 01 AND 02

The University sometimes changes the deadlines for submitting assignments.

Always check on myUnisa for possible changes, as we always try our best to announce these changes on myUnisa for your attention.

Lecturers are not responsible for changing assignment dates.

It is the Assignment Section that changes them if unexpected problems arise, for example postal strikes and other issues.

Please note that the Assignment Section marks the MCQs in Assignment 01 by computer.

Below are the questions and answers to Assignment 01 for your information.

3 FEEDBACK ON ASSIGNMENT 01

Q1 Please fill in the missing word:

………. are used in business-to-business trading and require customers to have an account.

(1) Extranets
(2) Electronic mail
(3) Intranets
(4) Servers

Answer
Option 1 is correct.

Extranets require the use of an account, are limited to account holders and are used in business-to-business trading (see page 39 of the prescribed book).

Electronic mail is not appropriate as it is about messaging and requires a mail client program.

Intranets provide access to internal websites for use by an organisations' employees.

Servers are not part of Internet applications.

Q2   Which one of the following is NOT an example of cyber stalking?

(1) Online abuse
(2) Financial theft
(3) False victimisation
(4) Arranging to meet

Answer
Option 2 is correct.

Financial theft does NOT fall into any of the various categories of cyber stalking, such as online abuse, false victimisation and arranging to meet (see page 186 of the prescribed book).

However, it does fall into the category of cybercrime.

Q3   Please fill in the missing word:

A .... is a device that converts digital signals into analogue signals so that computers can communicate with each other over telephone lines.

(1) Modem
(2) Router
(3) Server
(4) Browser

Answer
Option 1 is correct.

The modem is the device which converts digital into analogue signals (see page 61 of the prescribed book).

A server is a high-speed computer system that allows sharing of data and programs (see page 38 of the prescribed book).

Routers are interconnecting devices for data transmission between two networks whilst browsers are software used for searching Internet sites (see page 38 of the prescribed book).

Q4 The use of information and communication technology to bring about an efficient interaction and service delivery to the citizens of the country defines….

 (1) podcasting
 (2) social media
 (3) phishing
 (4) e-government

Answer
Option 4 is correct.

It is e-government that involves the use of ICT to deliver services to citizens (see page 114 of the prescribed book).

Phishing is not appropriate as it is a cybercrime.

A podcast is a downloadable audio file and social media is about people sharing content.

Q5   Which of the following is TRUE of web-based teaching?

    (1)   It allows more students to actively participate without necessarily increasing costs.
    (2)   It is highly suitable for teaching subjects that are visually oriented.
    (3)   Neither (1) nor (2).
    (4)   Both (1) and (2).

Answer
Option 4 is correct.

Web-based teaching allows students to participate without increasing costs and is suited to the teaching of visually oriented subjects (see page 65 of the prescribed book).

Option (3) appears here as a distractor.

Q6   Please fill in the missing word:

    ………. is about interactive applications on the Internet that do not merely display information to a passive viewer but rather offer the user an opportunity to interact with the applications residing on the web server of the website.

    (1)   Google
    (2)   Desktop publishing
    (3)   Web 2.0
    (4)   Internet telephony

Answer
Option 4 is correct.

The other options are not appropriate.

Google is a web search engine and Web 2.0 is concerned with user created content web.

Desktop publishing involves the creation of documents using publishing software.

Q7   Please fill in the missing word:

       ………. is a non-real-time audio communication in which one person sends a message to another person.

       (1)   Facsimile
       (2)   Internet telephony
       (3)   Voice mail
       (4)   World Wide Web

Answer
Option 3 is correct.

Voice mail is non-real time audio communication in which a person leaves a message for another person.

The other three options are not relevant.

The World Wide Web is part of the Internet and a Facsimile has to do with transmitting copies of documents.

Q8   The formal study of decision-making where several players must make choices that potentially affect the interests of other players is called the ………. theory.

       (1)   normative
       (2)   narrative
       (3)   film
       (4)   game

Answer
Option 4 is correct.

Game theory looks at decision-making where several players make choices potentially affecting the interests of other players (see page 42).

Normative, in relation to Normative Theory, relates to regulation of behaviour by ICT industry operators.

Film and narrative are obviously false as they are not theoretical concepts.

Q9   The model which provides for interconnection between a number of hosts is called a …

     (1)   cooperative agreement
     (2)   third-party administrator
     (3)   bilateral agreement
     (4)   feedback

Answer
Option 2 is correct.

The Third-Party Administrator is the model providing for interconnection between a number of hosts.

The other options are not appropriate.

A bilateral agreement is an arrangement between two role-players whilst a cooperative agreement reflects a decision among role-players to cooperate with each other.

Q10   Please fill in the missing word:

………. uses edited versions of corporate or government advertising to subvert the original message.

(1) Subvertising
(2) Streaming
(3) Vlogging
(4) Twitter

Answer
Option 1 is correct.

Subvertising is an art form where corporate or governmental advertisements are edited and touched up in order to subvert the original messages.

This applies especially to very well-known images and slogans and constitutes a form of cultural jamming – the formal use of mainstream icons to deliver social and political commentary.

Streaming (option 2) is related to podcasting in the sense that it allows users to receive audio and video material directly from the internet to their computers or other internet access devices, for example a mobile phone.

Blogging (option 3) is a distractor and Twitter (option 4) is a social network.

Q11   Which of the following is NOT a challenge faced by e-governance in South Africa?

(1) The rapid and continuous evolution of technology.
(2) Lack of availability of skills.
(3) Current services focus only on government to consumer relations.
(4) Government must not confuse the social mandate with the profit motive mandate.

Answer
Option 4 is correct.

The idea that government must not confuse the social mandate with the profit motive mandate is not a challenge faced by e-governance in South Africa.

However, the rapid and continuous evolution of technology in option 1, the lack of availability of skills in option 2, and current services focusing only on government to consumer relations in option 3, are all challenges faced by e-governance in South Africa.

Q12   Which of the following theories does NOT explain the ideological meaning of technology?

   (1)   The neo-liberal theory
   (2)   The modernist theory
   (3)   Game theory
   (4)   The postmodernist theory

Answer
Option 3 is correct.

Game theory, in option 3, is the formal study of decision making where several players must make choices that potentially affect the interests of other players.

The neo-liberal theory in option 1, the modernist theory in option 2 and the postmodernist theory in option 4 are all distractors.

Q13   Computer hacking and phone phreaking are examples of ….

(1)   cyber bullying.
(2)   cybercrime.
(3)   cyber security.
(4)   internet addiction.

Answer
Option 2 is correct.

Cybercrime in option 2 is the destruction, theft or unauthorized or illegal use, modification, or copying of information, programs, services, equipment or communication networks.

Cyberbullying in option 1 is the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group that is intended to harm others.

Cybersecurity in option 3 involves the devising of useful and effective strategies to strengthen the fight against computer crime.

Internet addiction in option 4 is the excessive and problematic use of the internet.

Q14   The primary difference between a traditional network and a next-generation network is characterised by …

(1) the complete migration from circuit-switched to packet-switched technologies.
(2) an increase in offline interactivity.
(3) higher operating costs of next-generation networks.
(4) the inability of next-generation networks to offer extended services.

Answer
Option 14 is correct.

The primary difference between a traditional network and a next-generation network is characterised by the complete migration from circuit-switched to packet-switched technologies, (option 1).

An increase in offline interactivity (option 2); higher operating costs of next-generation networks, (option 3) and; the inability of next-generation networks to offer extended services (option 4) are all distractors.

Q15   It is crucial that a society has the skills to use technology. However, it is just as important that technology be accessible to the society.

Universal service is therefore defined as …

(1) Telephone access at home.
(2) Telephone use at home.
(3) Telephone access at reasonable distance from home.
(4) Telephone access at home and at work.

Answer
Option 1 is correct.

Universal access is defined by telephone access at home, in option 1.

Other options are all distractors.

Q16   The following statement best describes which of the policies listed below?

Developing countries have an economic advantage because they will not spend many decades going through the same developmental stages that developed countries have been through but can cut out some of these stages by using ICT for information, knowledge, knowledge management and development.

(1) Broadband policy
(2) Leapfrogging ICT policy
(3) Cyber security policy
(4) Regulation policy

Answer
Option 2 is correct.

Leapfrogging (option 2) refers to developing countries having an economic advantage because they will not have to spend many decades going through the same developmental stages that developed countries have already been through but can cut out some of these stages by using ICT for information, knowledge, knowledge management and development.

Broadband policy, in option 1; cyber security policy, in option 3; and regulation policy in option 4 are all distractors.

Q17   Which theory listed below is characterised by the following statement?

The spread of information, computerisation and other modern communication technology will create unemployment, increase surveillance and endanger individual privacy.

(1) The techno-neutral approach
(2) The intermediary perspective
(3) The technophilic approach
(4) The technophobic approach

Answer
Option 4 is correct.

The technophobic approach (option 4) is belief that the spread of information, computerisation, and other modern communication technology will create unemployment, increase surveillance and endanger individual privacy.

The techno-neutral approach (option 1) assumes a neutral position on information technology.

The intermediary perspective (option 2) states that, while access to ICTs might not lead directly to equitable development, they may be necessary in order to be part of the global economic activity.

The technophilic approach (option 3) supports the deployment of ITC in communities and is associated with positive developments.

Q18   Liberalism is based on freedom and equality – that all should be equal and treated as equal – whilst neo-liberalism is largely based on economic liberalisation and social policy.

Thus, the liberalisation of ICT is characterised by the …

(a)   fact that new media has segmented audiences. Instead of a huge audience receiving the same messages they select and use media that are of interest to them and pay only for that particular service

(b)   transfer of commercially oriented State-Owned Enterprises (SOE's), activities, or productive assets of the government to the total, majority, or minority private ownership or private control

(c)   introduction of competition into the market and the lowering of entry barriers to all or part of the market, allowing third parties to compete with established – generally monopoly – providers of goods and services

(d)   social media of social networks, which are websites offering features such as a profile page, a network of friends, a public commenting system and a private messaging system.

Which combination of the above statements is correct?

(1) (a) (b)
(2) (a) (d)
(3) (b) (c)
(4) (b) (d)

Answer
Option 3 is correct.

The liberalisation of ICT is characterised by the transfer of commercially oriented State-Owned Enterprises (SOEs), activities, or productive assets of the government to the total, majority, or minority private ownership or private control and; the introduction of competition into the market and the lowering of entry barriers to all or part of the market, allowing third parties to compete with established – generally monopoly – providers of goods and services.

Q19 The government has been identified as having many fundamental roles in the information society.

Thus, the role of government in the information society is to ….

(1) conduct research in their countries and assess how many have ICT access and use those ICTs annually.
(2) offer a wide variety of radio and television programmes, ranging from education, films, health, entertainment and history to sports.
(3) promote impartiality, which is usually considered as one of the fundamental features of the public service media and requires a dispassionate presentation of information and an even-handed treatment of all opinions.
(4) promote national identity and culture, which is the third feature or principle of public service broadcasting, suggesting that public TV should promote national identity instead of foreign culture and identities.

Answer
Option 1 is correct.

The role of government in the information society is to conduct research in their countries and assess how many have ICT access and use those ICTs annually.

Q20   Technology has brought about various benefits, from accessing information to communication.

Thus, in most cases, information has converged into one medium. However, streaming is …

(1)   social media networks which are websites which offer features such as a profile page, a network of friends, public a commenting system and a private messaging system.
(2)   related to podcasting in the sense that it allows users to receive audio and video material directly from the internet to their computers or other internet access devices such as cellphones.
(3)   the pressuring of interaction between individuals through a medium; it presumes the disappearance of time and space whereby instant interaction is possible.
(4)   the introduction of competition into the market and the lowering of entry barriers to all or part of the market, allowing third parties to compete with established – generally monopoly – providers of goods and services.

Answer
Option 2 is correct.

Streaming is related to podcasting in the sense that it allows users to receive audio and video material directly from the internet to their computers or other internet access devices such as cellphones.

4 FEEDBACK ON ASSIGNMENT 02

The difference between Assignment 01 and Assignment 02 is that, for the first assignment, you had to choose the correct option whereas for the second assignment you were required to provide in-depth essay-type answers.

You were given four topics and you had to choose only one from the four topics provided.

As also reflected in Tutorial Letter 101 for COM3704, you were expected to make use of a rubric as reflected for each assignment question and thus, the second assignment has been assessed by using the rubric provided in each assignment topic.

This section provides feedback on Assignment 02, which is your WRITTEN ASSIGNMENT.

Your assignment should have included a Table of Contents and a list of Sources Consulted.

Ideally, your basic **Table of Contents** should have looked like this:

TABLE OF CONTENTS	PAGE
1 INTRODUCTION	1
2 ASSIGNMENT TOPIC (1, 2, 3 or 4)	2
3 CONCLUSION	5
SOURCES CONSULTED	6
SELF-REFLECTION AND SELF-ASSESSMENT	7

Ideally, your **Sources Consulted** should have looked something like this:

SOURCES CONSULTED

Biagi, S. 2012. *Media impact: An introduction to mass media, 2013 update*. Wadsworth: Cengage Learning.

Landau, SE. 2010. *Surveillance or security: The risks posed by new wiretapping technologies*. Cambridge, Mass.: MIT Press.

Lesame, Z, Mbatha, B & Sindane, S. 2011. *Only study guide for COM3704. New media technology*. Pretoria: University of South Africa.

Lesame, Z, Mbatha, B, & Sindane, S (eds). 2012. *New media in the information society*. Pretoria: Van Schaik.

Lesame, Z, Sindane, S, & Potgieter, P. 2012. New media: theories and applications, in *New media in the information society*, edited by Z Lesame, B Mbatha, and S Sindane. Pretoria: Van Schaik.

Mbatha, B. 2012. New media and cybercrime, in *New media in the information society*, edited by Z Lesame, B Mbatha, and S Sindane. Pretoria: Van Schaik.

Mbatha, B. 2012. Uses of the Internet, in *New media in the information society*, edited by Z Lesame, B Mbatha, and S Sindane. Pretoria: Van Schaik.

New Media Institute. 2014. *History of the Internet*. [O].
Available: http://www.newmedia.org/history-of-the-Internet.html
Accessed 2015/03/22.

Potgieter, P. 2012. An overview of online new media, in *New media in the information society,* edited by Z Lesame, B Mbatha, and S Sindane. Pretoria: Van Schaik.

Ted Talks. 2015. [O].
Available: http://www.ted.com/
Accessed2015/03/22.

The walking dead. Imdb.com [O].
Available: http://www.imdb.com/title/tt1520211/?ref_=fn_al_tt_1
Accessed 2015/03/21.

University of South Africa. Department of Communication Science. 2015a. *New media technology: tutorial letter 101 for COM3704.* Pretoria: Unisa.

University of South Africa. Department of Communication Science. 2015b. *Tutorial letter CMNALLE/301* Pretoria: Unisa.

Van Dijk, JAGM. 2006. *The network society: social aspects of new media.* London: Sage.

ASSIGNMENT TOPIC ONE

QUESTION 1

NEW MEDIA AND COMMUNICATION

Is the new online news media playing a role in the decline of the traditional print news media?

Answer this question by performing a *comparative analysis*, in essay format, of a traditional print newspaper and an online newspaper.

It will therefore be necessary to make use of sources in addition to your prescribed book and study guide for this essay.

Please ensure that your essay is between 1 500 and 3 000 words in length.

Please also use full and complete sentences as students writing in point form will be penalised.

1.1   Answer yes or no to the above question, and substantiate your opinion with evidence.   (5)

Answer

Yes and No are correct in accordance with the evidence provided.

1.2   Obtain a copy of a traditional print newspaper of your choice and include the front page of your newspaper with your assignment. Your copy of the front page may be scanned, photocopied, or the actual front page of the paper.   (1)

Answer

One original copy of the front page of a newspaper should be provided within the assignment.

1.3   Obtain a screenshot of the homepage of an online newspaper of your choice. Include a copy of this screenshot with your assignment.   (1)

Answer

One original screenshot of the homepage of an online newspaper should be provided within the assignment.

1.4   Examine the front page of the print newspaper and the homepage of the online newspaper carefully. Identify five (5) similarities and/or differences that you can observe between the two. For example, both the print and online newspapers include advertising as a point of similarity.   (5)

Answer

In advertising, advertisers reach audiences by purchasing space in a newspaper.

In order to attract readers who will purchase space in the newspaper, the proprietors have to invest in editorial material that will be of interest to the readers, and similarly advertisers invest in editorial that attracts the readers.

Different types of readers are attracted by the type of editorial a newspaper has.

"The business model of the commercial press is one that seals advertising and editorial material insolubly together" (Sparks 2000:274).

The newspaper is thus a bundle of two quite different kinds of material: journalism and advertising.

In the print newspaper there is a clear difference between editorial content and advertising content.

In contrast, advertising in online newspapers is rapidly increasing.

The reason for this is that the online newspaper presents a valuable new medium for advertising. Online advertising is the biggest threat to the viability of the print edition. The adverts in the online newspaper are dynamic and intrusive on the web, and this threatens the traditional role between editorial and text. It is also much easier in the online newspaper to determine the number of people who have seen the advert, so advertisers get to see how well their adverts are doing.

The development of online advertising is actually a considerable threat to print newspapers.

1.5   Move away from the specific details of your two chosen examples and discuss the broader differences between the two *forms* of media, i.e. what makes the traditional media different from the online media? Here you can discuss topics like interactivity and distribution.   (2x5=10)

Answer

The online and the print newspaper versions both have advantages and disadvantages.

One major disadvantage of the printed newspaper has always been distance, that there is a limit to how far a daily newspaper can be distributed.

"Telecommunications is famously known to be one of the main engines of space and time compression" (Sparks 2000:271).

Online newspapers are free from physical limitations.

"Computers also challenge our traditional notions of time and space, particularly as the virtual world of cyberspace evolves" (Croteau and Hoynes 2003).

For example, the internet changes the notion of the local newspapers.

The distance factor attracts to the online edition, hence there are no geographical constraints, except for the poor who may not be able to afford access to the online newspaper.

The online newspaper offers proprietors the opportunity to tap into the global market.

One aspect of the online newspaper is that it is available at any time of the day as it is an electronic medium, whereas the print newspaper is either retrieved from the mailbox or obtained from shops at specific times.

The online newspaper is free from constraints; it can be updated as quickly and continuously as a radio or television broadcast. The news can be updated as events unfold and as interpretations become clearer.

The print edition has to wait for the next edition for updates, and in most instances, it may be too late to do this, especially if the print newspaper is published weekly.

Online news gathering and production are free from the deadlines imposed by the physical constraints of printing and distributing news and having to sell the news at a specific time or face the consequences of losing out on business.

Online news can go from the reporter straight to the desk editor and directly into circulation and production intermediaries, such as printers, are therefore eliminated.

1.6   Define "traditional" and "new" media respectively.   (5)

Answer

New media are digital in nature and are often employed by communicators or media institutions to communicate to audiences via interactive means such as the internet.

Traditional media can be defined as those companies which create, produce and distribute information and entertainment content which pre-date the commercial business of the internet.

1.7   Discuss the six characteristics of new media while providing examples of each.   (6 x 6 = 36)

Answer

The characteristics are:

Digitality   (6)

Convergence   (6)

Interactivity   (6)

Hypertextuality   (6)

Dispersal   (6)

Virtuality   (6

Please refer to pages 10–143 for further reading.

1.8 Assess the role that each of the characteristics of new media plays in an online publication like your chosen online newspaper. How does each characteristic differentiate an online newspaper from a print newspaper?

(12)

Answer

Refer to the characteristics that you have explained above in 1.7 and, in your own words, explain the role that each characteristic plays in an online publication and differentiate each characteristic of an online newspaper from a print newspaper.

See the following marking rubric for the mark breakdown across the entire assignment, including the remaining 25 marks allocated for the Introduction, Conclusion, Technical Presentation, and Self-Assessment.

TOTAL [100]

OR

ASSIGNMENT TOPIC TWO

QUESTION 2

NEW MEDIA AND DEVELOPMENT

PART A

2.1.1 The question expected you to define the concepts of a "developing" country versus a "developed" country.

This would have required you to do additional research of your own by reading and consulting sources other than the prescribed book. The notion of "developing" versus "developed" countries tends to have to do with the economic context, with the developed countries being considered more economically advanced.

Hence, the economic theories as discussed on page 165 are helpful in understanding the extent to which countries have grown economically in order to be considered "developed".

Sometimes the configuration of developed in relation to developing countries has been classified in terms of geography, for example, the northern countries being more developed and the southern countries being less developed – or Western countries such as the USA, Canada and Germany, as well as other European countries, being considered as more developed.

You would have had to have provided examples of your own as to what could be considered a developed or a developing country.

2.1.2 You were then expected to use the classifications and definitions as advanced by the IMF and World Bank in terms of how they classify countries.

Sometimes the reference to developing and developing countries may not be described in exactly those terms by other institutions.

Nowadays, the historically least-developed countries will be called emerging economies.

2.1.3 The third part would require you to state how you would go about measuring using indicators – typically some of which would be economic indicators – in order to gauge the extent to which a country will be considered to be developing.

You needed to provide some examples of country measurements.

Other classifications may include the extent to which countries are involved in innovation and research activities (R&D), with developing countries considered to fall behind in terms of creating their own innovations (see page 165).

There is also a comprehensive discussion in chapter 12 which can enrich your understanding of the discussion of developing and developed countries. South Africa, or the country of your own residence, would have been a good reference point to highlight this discussion issue as well.

PART B

2.2.1   The various theoretical perspectives of regulatory theories are found in your prescribed book in page 208.

You needed to look into each of the theories and assess the extent to which they would be applicable, in the South African environment or in your own country of residence, in terms of the ICT regulation situation.

The critical discussion should entail your own reflection, whether you agree or not, and how you asses the merits and demerits of the theoretical perspectives.

Reading beyond the prescribed book for regulation case studies from other countries, and how these seem to correlate or not, with the theories would have strengthened your discussion further.

2.2.2   The concept of "leapfrogging" is often related to technological evolution.

In countries where the ICTs have historically not evolved well as opposed to other countries with more advanced ICT infrastructure, they are presented with an opportunity to skip the various stages of technology development and go use the latest technology.

For instance, in the African context, countries which have undergone wars have had their fixed-line telecommunications infrastructure destroyed by the periods of conflict.

When developing ICT infrastructures, they may increasingly prefer the newest ICT infrastructures and "leapfrog" to technologies such as wireless rather than go by way of the route of developing fixed-line telephony.

Again, you needed to have your own critical viewpoints on the concept of "leapfrogging" and to reflect on how it is a useful concept (or not a useful concept) in terms of how you see and understand ICT development.

TOTAL [100]

OR

ASSIGNMENT TOPIC THREE

QUESTION 3

DIGITAL MIGRATION AND THE INTERNET

3.1   New media and the internet can play an exciting role in teaching and learning. Discuss the uses of the internet and new media in higher education, specifically in the context of distance education institutions such as Unisa.   (15)

Answer

Please refer to page 65 of the prescribed book for this question.

This would have guided you in terms of answering the question though your answers would differ from student to student.

According Lesame et al (2012), the internet and the online environment can be powerful teaching and learning tools which can be used by schools and universities across the world.

Lee, Jor and Lai (2005) describe web-based teaching as a "learning environment for delivering interactive multimedia education using the World Wide Web (WWW) as a communication medium".

Multimedia refers to the "integration of text, voice, graphics and video modes of information".

Unisa uses myUnisa as a teaching tool.

Lecturers use this platform to post tutorial letters and employ the discussion forum in order to interact with students.

A student is given a login password and can access myUnisa from anywhere and at any time.

It is flexible and students have the option to choose when to interact with the material. Some lecturers may even include podcasts and visuals. These technologically advanced tools make learning simpler and more effective.

The use of the internet in higher learning allows students to interact with each other through discussion forums and this also helps in cases where the higher education institution employs distance learning, as Unisa does.

The use of the internet bridges the distance issue between learners and students through satellite discussions forums.

3.2   According to Lee et al (2005), web-based teaching offers excessive benefits for higher education. It can be described as interactive, collaborative, cumulative, exploratory, collective, and evolving. Expand on the advantages by using the benefits listed above as a starting point.

(15)

Answer

Please refer to page 65 of the prescribed book for details of this answer.

Web-based teaching:

- is flexible with regard to students' rate of progress. Students choose when to interact with the material, and have a choice of optional material

- is learner-centred. A learner has a measure of control over the pace and approach to learning, and the success of learning depends to a large extent on how engaged and active the learner is

- is highly suitable for teaching subjects that are visually orientated

- is suitable for content that might not have a linear structure, since hyperlinks allow students to move easily between related areas

- allows more students to actively participate without necessarily increasing costs – this helps for example, with the teaching of large undergraduate classes, or where students are enrolled for distance education

- increases the levels of interaction and communication between students and teachers, and between students and other students

- can be linked to resources elsewhere in the world (Lee et al 2005:21)

3.3 Access to the internet is important in business as well and, therefore, using a mobile or smartphone in business can be very advantageous. Discuss the advantages of using mobile phones in a small business. (20)

Answer

Please refer to page 74 of the prescribed book for further reading.

Mobile phones, being the main communication medium of many entrepreneurs (especially small and medium-sized enterprises, or SMEs) in developing countries and elsewhere, have great potential for SMEs.

For example, in African countries mobile phones are the most commonly used ICT for communicating with clients and business partners as well as for ordering supplies, whether one is in the coffee producing business in Rwanda or selling flowers or even selling airtime in a phone shop in South Africa.

In the township of Khayelitsha in Cape Town, and in other places, residents use mobile phone shops to generate income, employ other local people, eliminate poverty and promote social cohesion as local people make phone calls at the mobile phone shops to assist other community members with their problems (Skuse & Cousins, 2008).

Local residents also contact friends and family in other provinces using mobile phones at these phone shops.

SMEs that export agricultural products receive daily price quotes and are alerted to business opportunities through their mobile phones (Hudson, 2006).

Doing business using mobile phones is known as mobile commerce (m-commerce).

Mobile content is also taking off, as people become acquainted with the use of mobile phones or business.

They are producing locally relevant content via their mobile phones and transmitting this content to those who are interested.

3.4   Groups like non-governmental organisation (NGOs) can also find uses for the internet. Discuss how being able to access the internet can enhance the work done by an NGO.   (10)

Answer

Please refer to page 83 for further reading.

Organisations such as Women'sNEt, LunuxChix Africa, Senegal Online and the Acacia Initiative have made attempts to help women to use ICTs and to bridge the information divide.

The gender divide is also one of the most significant inequalities, amplified by the digital revolution, and it cuts across all social and income groups.

Women face some serious challenges – economic, social and cultural – that limit or prevent their access to ICTs. There have also been initiatives by the UN to promote skills development in ICTs to help African women.

The NGO, Women'sNet, was founded in 1998 and has gone through various stages as it strengthens its role in bridging ICTs to women and making them work in the interests of gender transformation.

Women'sNEt has a multi-layered approach to using ICTs in the development of women.

3.5   Unfortunately, there are problems associated with the use of the internet in countries like South Africa, where not everyone has the skills or money to be able to keep up with the fast pace of technology. Discuss how the negative influence of a concept like the "digital divide" might play a role in shaping how the internet is used in South Africa for educational and business purposes.   (15)

Answer

The digital divide is often described as "the difference between developed and developing countries, and between rural and urban areas, in terms of access to and use of telecommunications infrastructure and information services" (Lesame 2009:117).

Simply put, the wealthy have better access to ICTs than the poor, which makes it more difficult for the poor to compete in an information society, whether it be for jobs or resources.

This inequality is what marks the digital divide.

Because the majority of South Africans (due to the legacy of apartheid) either have no access – or extremely limited access – to ICTs and new media technologies, they cannot participate in educational and business-related activities other than in a very limited fashion.

See the following marking rubric for the mark breakdown across the entire assignment, including the remaining 25 marks allocated for the Introduction, Conclusion, Technical Presentation, and Self-Assessment.

TOTAL [100]

5 IMPORTANT INFORMATION REGARDING THE EXAMINATION

5.1 Examination paper

The examination mark contributes 80% towards the final examination mark.

The other 20% is comprised of your two assignment marks.

Assignment 01 and **Assignment 02** each count **10%** towards your final mark. It is therefore important that you submit **both** assignments, as you will lose out on 20% of your final mark if you do not submit them.

Completing the assignments also helps you to understand the study material better in preparation for the examination.

Your final examination mark will be calculated in the following way:

Assignment 1 (**10%**) + Assignment 2 (**10%**) + Examination mark (**80%**) = **100%**

The duration of your examination is **two hours**.

The examination paper consists of various questions drawn from the entire prescribed book and the study guide. There are 10 questions to choose from, of which **you MUST complete 4**. Each of the questions you complete is worth 25 marks in total (25 x 4 = 100). You must remember to hand in your actual exam question paper along with your answer book.

During the examination, please follow the instructions properly and number all questions as they have been numbered in the question paper.

For essay-type questions, do not write very short answers but provide enough detail and information about the topic in question – as adequately as it is discussed in the prescribed book and the study guide.

The mark allocation for each question also indicates how detailed an answer is expected. Use the **rough guideline** of 1 mark = 2 handwritten lines of information (so a five-mark question is typically looking for about a 10 line answer).

Finally, note that the content of each topic determines how much detail you can include in your answer.

5.2   A note on examination guidelines

The examination will consist of both short and essay type questions.

However, unlike in the second assignment, **you do not have to provide the various elements of technical presentation in your examination** — no Sources Consulted, Table of Contents, italics, in-text references and so on.

This means that all you need to do is write neatly and legibly so that your examiners can read what you have written.

While we would love to give you very specific guidelines, we are simply no longer able to.

Let me explain why: in the years past many of us have given quite specific guidelines, for instance, even in this module, you were given a list of topics or themes to study, and then you could expect an exam paper that focused on those themes.

In other modules students were even told which chapters they could leave out completely.

However last year, Unisa's management told us we were no longer to provide any such guidelines. We have to tell students to study the entire syllabus. I am sure you can imagine our surprise. We asked how this came about and it turns out that, unfortunately, many students (not from our Department) have been severely disadvantaged in the past. Lecturers would sometimes give out detailed guidelines and then the guidelines would not match the themes in the examination paper, which meant thousands of students failed because they were given the wrong information.

Even though I have explained the rationale, as the University has the best interests of ALL STUDENTS in mind, I am sure you are still surprised.

Regrettably, our hands are completely tied.

The only advice we can provide is the following: know your definitions, know your different theories, and try and think of examples for each section **before** you go into the exam.

Therefore, everything in the prescribed book and study guide is examinable.

5.3 Action words in the examination

The following is an alphabetical list of potential action or question words that can be used in the examination in order to formulate the questions that you will be answering.

Look out for these words in each question as they will give you an idea of what the examiner is looking for from you in your response.

Analyse

Divide a topic or concept into units or elements and discuss each unit or element in full.

Compare

Identify similarities and/or differences between facts, or examine similarities and/or differences between ideas, viewpoints, and so forth.

Contrast

Point out the differences between the characteristics of certain indicated topics or concepts.

Criticise

Point out good and bad characteristics, and give your own opinion, after taking all the facts, arguments and/or assumptions into account.

Define or give a definition

Give a short and concise description of a topic or concept.

Describe

Give a detailed account of the characteristics of a topic or concept. This should be done in a logical and well-structured manner.

Discuss

Elaborate on a topic or concept by examining its various aspects. A critical approach should be followed.

Distinguish

Note the differences that distinguish two topics or concepts from one another.

Evaluate

Give an informed opinion on a topic or concept, as measured against certain standards.

Examine

Investigate and critically discuss a topic or concept in terms of definite criteria and/or guidelines.

Explain

Justify and clarify to ensure that the reader clearly understands your argument. Make use of illustrations, descriptions or simple but logical explanations.

Give

State only the facts without any discussion.

Give an outline

Present the data in a brief, logical and systematic manner.

Identify

Name the most important characteristics of a topic or concept.

Illustrate

Give examples or draw a diagram to elucidate a particular topic or concept.

Interpret

Explain or give the meaning of something in terms of a more common concept. Your explanation should be as practical as possible.

List

Give a list of names, facts, items, and so on, in a specific order or according to a specific category.

Name

Give the names, characteristics, items or facts.

Offer comments

Give a more personal opinion on the matter.

Point out

Present a premise logically by means of thorough reasoning.

Summarise

Give the key aspects of a topic or concept.

6 CONCLUSION

Please do not hesitate to contact us if you have any questions or experience problems with this module.

We wish you the very best of luck with your examination preparations and hope that all of you achieve success in this module!

Best wishes

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