

COM3704

October/November 2017

NEW MEDIA TECHNOLOGY

Duration 2 Hours

100 Marks

EXAMINATION PANEL AS APPOINTED BY THE DEPARTMENT

Closed book examination

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This examination question paper consists of 5 pages

IMPORTANT

- 1 This examination question paper consists of **TEN QUESTIONS**
You have to choose and answer **ANY FOUR QUESTIONS**
 - 2 Make sure that you fill in your student number and the code of the paper (**COM3704**) on the examination answer book
 - 3 Please write the numbers of the questions that you have answered (eg Question 1 or 2) on the examination answer book
 - 4 After answering this examination paper you must hand in the following
 - Examination answer book(s)
 - This examination paper
-

[TURN OVER]

YOU HAVE TO CHOOSE AND ANSWER ANY FOUR (4) QUESTIONS.**QUESTION 1**

The Internet and new media are NOT responsible for the decline in popularity of traditional forms of media. State whether you agree OR disagree with this statement and substantiate your answer by discussing the following

- 1 1 Provide a definition of the term "traditional media" and give one (1) example (4)
- 1 2 Provide a definition of the term "new media" and give one (1) example (4)
- 1 3 Examine the six (6) characteristics of new media and explain how these characteristics are, or are not, responsible for the decline of traditional media (15)
- 1 4 Conclude by clearly stating whether you agree or disagree with the given statement (2)
- [25]**

AND/OR**QUESTION 2**

- 2 1 Smartphones such as Samsung phones and iPhones have podcasts as one of their features as a result of an improvement from 2nd generation (2G) to 3rd and 4th generation (3G and 4G). With this in mind, define podcasts and explain how they differ from vodcasts. Provide examples of both applications to support your answer (10)
- 2 2 Define and critically discuss convergence. How does convergence influence the way in which society uses new media? Your answer should mention the digital divide and its impact on this usage (15)
- [25]**

AND/OR**QUESTION 3**

It is important to note that new media technology has changed the broadcasting industry and continues to play a major role in the transition of the television industry globally.

Against this background, answer the following questions:

- 3 1 Provide a definition of digital terrestrial television (2)
- 3 2 List and discuss two (2) examples where new media has been used to improve the television industry (8)

[TURN OVER]

- 3 3 Discuss three (3) differences between analogue and digital television (6)
- 3 4 List and discuss three (3) advantages of digital television (9)
[25]

AND/OR**QUESTION 4**

What is an information society and what development indices define an information society?
Your answer should include a discussion of the digital divide [25]

AND/OR**QUESTION 5**

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” With this statement in mind, critically discuss the internet as a teaching and learning tool [25]

AND/OR**QUESTION 6**

Information and communication technologies (ICTs) are credited with their transformative capacity in national economies, organisations and the global economy For nations, ICTs are assumed to offer significant potential benefits for socioeconomic development and, thus, represent a promising way to lead developing nations to a path of more rapid development ICTs have been portrayed “as a kind of panacea for a multitude of the world’s problems” and as “an important catalyst that will strengthen developing countries’ position in the information society”

With the above in mind, answer the following questions

- 6 1 Discuss five (5) disadvantages concerning e-government and provide examples (10)
- 6 2 Critically discuss four (4) challenges of e-government (8)
- 6 3 How does the *Matthew effect* relate to these challenges? (7)
[25]

AND/OR

[TURN OVER]

QUESTION 7

Grohol (2003) developed a model to explain why people use the internet to a great extent. This theory purports that with regard to internet addiction, the behaviours of the addicts are physical.

With the above in mind, critically explain Grohol's model of pathological internet use by focusing on the following:

- 7.1 Name and briefly describe the main elements of Grohol's model of pathological internet use (2x6=12)
- 7.2 Discuss the three (3) stages of the model (13)
- [25]**

AND/OR**QUESTION 8**

- 8.1 Discuss the purpose of information and communication technology (ICT) policy (5)
- 8.2 Critically discuss one (1) European and one (1) African regional organisation that promote information and communication technology (ICT) policies, and briefly illustrate the impact that these organisations have on national ICT policy (10)
- 8.3 What is the role of government in broadband deployment, and what are the latest developments in broadband development in sub-Saharan Africa? Provide examples of broadband developments in any two (2) countries in sub-Saharan Africa (10)
- [25]**

AND/OR**QUESTION 9**

Cybercriminals are changing their tactics to target fast-growing mobile platforms and social networks where consumers are less aware of security risks. Against this background, answer the following:

- 9.1 In not less than a page, critically discuss how cybercriminals exploit increasingly popular platforms such as social networks and mobile devices to commit cyber-crimes (10)
- 9.2 List and discuss five (5) precautionary measures you would take to curb the crime indicated above (15)
- [25]**

[TURN OVER]

AND/OR**QUESTION 10**

- 10 1 Define and discuss the leapfrogging model (9)
- 10 2 The South African telecommunications policy has been in evolution both prior to and post 1994. Discuss the four (4) stages of the South African telecommunications policy and illustrate the importance of this change by outlining the ICASA Act and the Telecommunications Act (No 103 of 1996) (16)
- [25]**
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TOTAL: 100