

COM3704

May/June 2017

NEW MEDIA TECHNOLOGY

Duration 2 Hours

100 Marks

EXAMINATION PANEL AS APPOINTED BY THE DEPARTMENT

Closed book examination

This examination question paper remains the property of the University of South Africa and may not be removed from the examination venue.

This examination question paper consists of 4 pages.

IMPORTANT:

- 1 This examination question paper consists of **TEN QUESTIONS**
You have to select 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 SELECT AND ANSWER ANY FOUR QUESTIONS.

QUESTION 1

Critically compare traditional media to new media, and discuss the implications of new media for society by referring to the six (6) characteristics of new media [25]

AND/OR

QUESTION 2

What are the uses of the Internet?

Your discussion should include the following

- 2 1 The role of the internet as a teaching and learning tool (15)
- 2 2 Organisational uses of the Internet (5)
- 2 3 Societal uses of the Internet (5)
- [25]

AND/OR

QUESTION 3

Internet applications play a vital role in the way most organisations function

Answer the following two questions about Internet applications and their significance in the workplace

- 3 1 Discuss the role of intranets, extranets and electronic mail (12)
- 3 2 What is the difference between online entertainment, online shopping and online chatting? Give relevant examples to substantiate your answer (13)
- [25]

AND/OR

QUESTION 4

Internet users may stumble across quite a number of cybercrimes in cyberspace. The Internet offers millions of users a wealth of information, entertainment and tools, and access to the world. In addition, it fosters an underground world of offences that are overflowing with scams, fraud, theft and even perversion.

With the above statement in mind, define and discuss any five (5) types of cybercrimes, and give practical examples of each type [25]

AND/OR

[TURN OVER]

QUESTION 5

Describe, define and critically discuss the economic theories of telecommunications and development.

Support your discussion by providing examples that illustrate how these theories are applicable within the South African context or in the country of your residence [25]

AND/OR**QUESTION 6**

6 1 Discuss the different models of digital democracy in South Africa (10)

6 2 Briefly explain any three (3) theories of e-government and give practical examples of each (15)
[25]

AND/OR**QUESTION 7**

7 1 Critically analyse digital migration in broadcasting in South Africa. In your analysis, describe the key purposes of digital migration in the communication industry in general and in the broadcasting sector in particular (15)

7 2 Name and briefly describe any three (3) theories or models that describe the role of public service broadcasting (10)
[25]

AND/OR**QUESTION 8**

What is an Information Society and what development indices have been used to measure an Information Society?

In your answer, explain why or why not, South Africa or your country of residence, should be considered as an Information Society [25]

AND/OR

[TURN OVER]

QUESTION 9

“Mobile phones appear to have resulted in critical shifts in practices in the areas of production, genre, aesthetics, distribution, consumption and business” (Dockney & Tomaselli 2012)

In the context of this statement, discuss mobile television by answering the following questions

- 9 1 Define a “prodsumer ” (5)
- 9 2 Discuss the constraints of the smaller mobile phone screen (5)
- 9 3 Discuss the specific genre that can be created for the smaller screen of the mobile phone (5)
- 9 4 Discuss the concepts snacking and bite-sized movies (10)
- [25]**

AND/OR**QUESTION 10**

- 10 1 Critically discuss one European and one African regional organisation that promote information communication technology (ICT) policies, and briefly illustrate the impact that these organisations have on national ICT policy (10)
- 10 2 Discuss three (3) theories of telecommunications regulation and give some examples from South Africa or from your country of residence that would explain these theories (15)
- [25]**

TOTAL: 100