

**COM3704**

May/June 2018

**New Media Technology**

Duration 2 Hours

100 Marks

**EXAMINERS**

FIRST

SECOND

EXTERNAL

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This examination question paper consists of 4 pages
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**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

Write an essay that discusses and explains weblogs and the blogosphere, wikis and social networking. Provide one (1) example for each section.

Therefore in this essay, please include the following

- 2.1 Define and describe blogging and the blogosphere and provide one (1) example (12)
  - 2.2 Define and describe wikis and provide one (1) example (5)
  - 2.3 Define and describe social networking and provide one (1) example (8)
- [25]

**AND/OR**

### QUESTION 3

Write an essay explaining how the Internet has made communication easier.

Your essay must include at least one (1) example per section and must cover the following

- 3.1 How the Internet makes communication easier (3)
  - 3.2 How the Internet allows access to information (4)
  - 3.3 Online entertainment (3)
  - 3.4 Online shopping (4)
  - 3.5 Online chatting (4)
  - 3.6 Social networking sites (3)
  - 3.7 Financial transactions via new media and the Internet (4)
- [25]

**AND/OR**

[TURN OVER]

**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**

Write a critical essay on new media use by individuals and organisations (with a specific focus on women)

Please include the following sections

- |     |   |             |
|-----|---|-------------|
| 5.1 | Teleworking   | (2)         |
| 5.2 | The digital divide.                                       | (5)         |
| 5.3 | Discuss ICTs and the development and empowerment of women | (8)         |
| 5.4 | Discuss the challenges women face in ICTs                 | (10)        |
|     |   | <b>[25]</b> |

**AND/OR****QUESTION 6**

What role can the Internet play as a teaching and learning tool? Provide three (3) advantages and disadvantages of the Internet as a teaching and learning tool and your discussion should include issues pertaining to the digital divide

Your discussion should include.

- |     |   |             |
|-----|---|-------------|
| 6.1 | The role of the Internet as a teaching and learning tool  | (10)        |
| 6.2 | Advantages and disadvantages of the Internet.   | (6)         |
| 6.3 | A discussion of the issue of the digital divide in relation to using the Internet as a teaching and learning tool | (9)         |
|     |   | <b>[25]</b> |

**AND/OR**

[TURN OVER]

**QUESTION 7**

- 7.1 Discuss the different models of digital democracy in South Africa (10)
- 7.2 Briefly explain any three (3) theories of e-government and give practical examples of each (15)
- [25]**

**AND/OR****QUESTION 8**

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****QUESTION 9**

- 9.1 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)
- 9.2 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]**

**AND/OR****QUESTION 10**

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

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

**TOTAL: 100**