

**COM3704
SECOND PAPER**

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New Media Technology

Duration 2 Hours

100 Marks

EXAMINERS

FIRST

SECOND

EXTERNAL

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Closed book examination

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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

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

- 1 1 Discuss the role of intranets, extranets, and electronic mail (12)
- 2 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 2

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

- 2 1 Critically discuss how cybercriminals exploit increasingly popular platforms such as social networks and mobile devices to commit cybercrimes (10)
- 2 2 List and discuss five (5) precautionary measures you would undertake to curb the cybercrime as indicated above (15)
[25]

AND/OR

QUESTION 3

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

AND/OR

[TURN OVER]

QUESTION 4

There are many ways in which internet service can be explained in different governments. However, in accordance to game theory and normative theory, how can service provision be explained in South Africa? Provide examples in your answer.

Your discussion should include

- 4 1 A discussion of Game Theory (15)
- 4 2 A discussion of Normative Theory (10)
- [25]

AND/OR**QUESTION 5**

Critically discuss the nature of electronic government, digital democracy and digital divide. Your discussion should include examples of electronic government (e-government).

[25]

AND/OR**QUESTION 6**

- 6 1 Define Convergence (5)
- 6 2 Discuss the role of convergence in online media (10)
- 6 3 Compare and contrast online media to traditional media. Give your own examples to illustrate your discussion. (10)
- [25]

AND/OR**QUESTION 7**

Critically discuss how the streaming of content has changed the way in which broadcasting operates.

Your discussion should include

- 7 1 A definition of the streaming of content (5)
- 7 2 A discussion of how traditional broadcasting operates (10)
- 7 3 A critical discussion of how broadcasting is enhanced by the streaming of content (10)
- [25]

[TURN OVER]

AND/OR**QUESTION 8**

- 8 1 In what way is online advertising a threat to traditional advertising? Discuss by using examples (10)
- 8 2 What form of journalism does shovelware explain, and what is the difference between online and offline journalism? (15)
[25]

AND/OR**QUESTION 9**

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:

- 9 1 Name and briefly describe the main elements of Grohol's model of pathological internet use (2x6=12)
- 9 2 Discuss the three stages of the model (13)
[25]

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 Africa telecommunications policy (16)
[25]

TOTAL: 100