Tutorial Letter 101/3/2018

New media technology
COM3704

Semesters 1 and 2

Department of Communication Science

This tutorial letter contains important information
about your module.

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1   INTRODUCTION

Dear Student

Welcome to the Department of Communication Science and to this module COM3704: New Media Technology. New media technology is ever becoming relevant to our day-to-day operations be it work, school or at home. It is a dynamic sphere which brings forth diverse social, economic, as well as political implications. For such reasons new media technology has become highly relevant. Moreover society today is ever changing when it comes to new media and technology. The world is rapidly moving to a web based society whereby time and space are no longer constraints, amongst other issues. Importantly, it is becoming more vital to be better prepared in the spectrum of new media. We hope that you will find the content of this module interesting and that your understanding of the impact of new media technology on human communication (in all its forms) will be enhanced. You will be well on your way to success if you start studying early in the semester and resolve to do the assignments properly.

You will receive a number of tutorial letters during the semester. A tutorial letter is our way of communicating with you about teaching this module, learning, and assessment. Tutorial Letter 101 contains important information about the scheme of work, resources, and assignments for this module. We urge you to read it carefully and to keep it at hand when you work through the study material, preparing the assignments, preparing for the examination, and addressing questions to your lecturers.

Please read Tutorial Letter CMNALLE/301 in conjunction with Tutorial Letter 101 as they will give you an idea of important information and practices relating to the Department of Communication Science.

In this Tutorial Letter 101, you will find the assignments and assessment criteria for both semesters as well as instructions on the preparation and submission of the assignments. This tutorial letter also provides all the information you need with regard to the prescribed study material and other resources and how to obtain it. Please study this information carefully and make sure that you obtain the prescribed material as soon as possible.

We have also included certain general and administrative information about this module. Please study this section of the tutorial letter carefully. Right from the start we would like to point out that you **must read all the tutorial letters you receive during the semester immediately and carefully**, as they always contain important and, sometimes, urgent information.

We trust you will enjoy this module, and we wish you success.

PLEASE READ TUTORIAL LETTER 101 AND THEN TUTORIAL LETTER CMNALLE/301 BEFORE YOU DO ANYTHING ELSE!!

1.1 Tutorial matter

COM3704 is based on the following:

- Tutorial Letter 101
- Tutorial Letter CMNALLE/301
- Study guide
- The brochure *my Studies @ Unisa*

You will be given an inventory letter with your study pack listing all the study material items that you should have. If any of the listed items are not included, it will be dispatched to you as soon as it is available. Please note that lecturers cannot help you with missing study material.

If you have access to the Internet, you can view your tutorial letters and study guides for the modules for which you are registered on *my*Unisa (http://my.unisa.ac.za).

- **Tutorial letters**

Tutorial letters form an integral part of the prescribed study material for assignment and examination purposes, as they are used as our means of 'talking' to you. Tutorial letters also provide you with feedback on your assignments. Therefore, **read**, study, and keep them safe – you will only receive one set.

The tutorial letters for this module will all have the code *COM3704* printed in the top right-hand corner. Each tutorial letter has its own unique number, starting with 101 (this document), then 102, 103, et cetera. You will be receiving a few more tutorial letters during the course of the semester. **After the second assignment you will receive a tutorial letter with feedback on both assignments 01 and 02.** Tutorial letters also contain feedback on problems experienced by some students and guidelines for the examination.

Tutorial letters (and other study material *except* for the prescribed book) can be accessed electronically on ***my*Unisa** under the option '**Official Study Material**'.

Also take note of the important information in Tutorial Letter CMNALLE/301. This is a generic tutorial letter sent to all students registered for subjects in the Department of Communication Science.

If you phone any lecturer about any matter already addressed in a tutorial letter we will **NOT** respond to your enquiry, but instead refer you to the specific tutorial letter. We do this in order to ensure that you **READ** all your study material.

2   PURPOSE OF AND OUTCOMES FOR THE MODULE

2.1   Purpose

The purpose of the module is to equip learners with

(1)   A theoretical knowledge of the meaning and nature of new media technology as mass communication;

(2)   Critical attitudes and skills to analyse theories explaining the role of new media in the public sphere and business and the impact of new media on culture and language;

(3)   Skills to use new media for interpersonal communication, knowledge management, and bridging the digital and information divides;

(4)   Skills to formulate and analyse information and communication technology (ICT) policy at national and global level, and use new media for the purposes of product marketing, electronic government (e-government), and community development.

In this module you will learn how information and communication technology (ICT) have brought all these changes into our lives. The study of new media technology and its influence on human communication forms a part of the field of communication science and therefore cannot be studied in isolation. Thus this module is also closely related to other modules offered by our department, namely International Communication (COM3705). In addition, society today is ever changing when it comes to new media and technology. The world is rapidly moving to a web based society whereby time and space are no longer constraints, amongst other issues, as a result the social structure is changing. Importantly, it is becoming vital to be better prepared in the sphere of new media. Thus the purpose of this module is also to better enable you to function in the information society and to encourage you to be competent and competitive in this society. Once you have completed this module you should be critical participants in the new media environment and be able to live meaningfully as a citizen - in a democratic society - through the use of new media in a technologically vibrant and changing society. The qualities gained from the module should in turn encourage you to be employers as well as to be employable.

2.2   Outcomes

The learning outcomes for this module can be summarised as follows.

After completing this module, you should be able to demonstrate your knowledge of the:

- Historical development of new media technology
- Social impact and uses of new media technology
- Cultural impact and applications of new media technology
- Applications of new media technology in political systems
- Legal and technical solutions to information and communication technology problems
- ICT regulation in South Africa and in Africa in general
- Future policy directions for international ICT regulation.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The lecturers responsible for this module are as follows:

Mr L Madikiza
Module coordinator for COM3704
Tel   +27 (0)12 429 3783
E-mail   madikld@unisa.ac.za

Ms M Bvuma
Tel   +27 (0)12 429 3508
E-Mail   bvumamp@unisa.ac.za

All queries that are not of a purely administrative nature but are about the content of this module should be directed to us. Please have your study material ready with you when you contact us and provide us with your details such as your student number and other required information.

Please contact the responsible lecturers via e-mail, telephone, or fax, between 08:00 and 16:00 on weekdays, if you have any enquiries pertaining to the content of this module (academic matters). Always have your student number, the module code (COM3704) and your study material with you when making an enquiry. Lecturers cannot assist you with problems related to *my*Unisa; the registration of assignments; problems with computer systems; outstanding study material; snail mail (post); SMS messages not received; services related to satellite broadcasts; or any other administrative matters. Lecturers can only assist you with academic aspects directly related to the module that have a bearing on their teaching; the assignments that they mark; or problems that you may experience with marks that were allocated or recorded.

Please note that lecturers sometimes have to send you an urgent SMS message. If your cell phone number is not available on the university's database, you will not get these messages. There is no other cost-effective means by which we can contact you and, therefore, we urge you to please update this information regularly. We will not misuse this tool and are, by law, not allowed to make personal information known. All messages sent from lecturers will be preceded by the relevant module code.

3.2 Department

If you need to leave a message for your lecturers and the abovementioned options (for example, the voicemail service) are not available for technical reasons, please contact one of the following departmental secretaries:

Mrs Martha Malefo   Tel   +27 (0) 12 429 6565
                                  E-mail   malefmn@unisa.ac.za

Ms Annelize Vermeulen   Tel   +27 (0) 12 429 6016
                                  E-mail   vermea@unisa.ac.za

You can also contact the Department of Communication Science as follows:

- **In writing**

Please address all written enquiries concerning your studies of COM3704 to:

> The Module Coordinator (COM3704)
> Department of Communication Science
> PO Box 392
> UNISA 0003

When you write to the Department, please write your name, title, student number, the module (New Media and Technology), the specific module code (COM3704) and your postal address, telephone number and e-mail address clearly at the top of each letter.

- **Personal visits**

You are welcome to visit your lecturers if you have any problems with the content of this module. But we ask that you make an appointment beforehand. Lecturers are usually available in their offices or telephones from Mondays to Fridays between 08:00 and 16:00. By making an appointment you will ensure that your lecturers are available when you visit.

- ***my*Life e-mail address**

You may also contact the Department using your *my*Life e-mail address.

3.3   University

If you need to contact the university about matters not related to the content of this module, please consult the publication *my Studies @ Unisa*, which you received with your study material.

It contains information on how to contact the university (e.g. to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open). If you did not receive this document and have access to the Internet, you can find it on *my*Unisa under the 'Resources' option. Remember to always have your student number ready when making an enquiry.

Other means of contacting the university are:

Physical address:
University of South Africa
Preller Street
Muckleneuk
Pretoria
City of Tshwane

Postal address:
University of South Africa
PO Box 392
UNISA
0003

Online *my*Unisa address:
http://my.unisa.ac.za

Unisa website:
http://www.unisa.ac.za

4   RESOURCES

4.1   Prescribed books

The **ONLY** prescribed book for COM3704 is:

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

It is of the **utmost importance** that you **purchase** the prescribed book **as soon as possible**, since both the assignments and the examination are based on the contents of this book. **You CANNOT pass this module if you only use the study guide.** Unisa does NOT provide you with the prescribed book – you have to PURCHASE it yourself.

Please refer to the list of official booksellers and their addresses in the *my Studies @ Unisa* brochure. If you have difficulty in locating your prescribed book at these booksellers, please contact the Prescribed Book Section at Unisa on 012 429 4152, or e-mail vospresc@unisa.ac.za.

ETHICAL CODE OF CONDUCT FOR PRESCRIBED BOOKS

The Department of Communication Science commits itself to promoting the highest standard of professional ethical norms and values when prescribing textbooks authored and/or co-authored by staff members.

Norms and Values
To create a spirit of openness, transparency and trust, we will:
- Openly communicate to our students whenever textbooks authored by members of the Department are prescribed
- Publish the peer review reports for such textbooks on our Departmental website
- Accept constructive criticism from students and other stakeholders
- Explain and take appropriate action regarding significant risks that can affect students' perception of the Department and/or our module offerings in relation to prescribed books.

Peer review
To submit our prescribed textbooks to a peer review process by colleagues other than ourselves who are experts in a specific field of study.
To this end, we will:
- Ensure that prescribed textbooks authored by members of staff went through a rigorous process of peer review to ascertain its suitability for the module and level for which it is prescribed.

Honesty
To be forthright in dealings with students.
To this end, we will:
• Prescribe books of value that do what we claim in our communications.

Responsibility
To accept the consequences of our decisions.
To this end, we will:
• Strive to serve the needs of students and our respective fields of research
• Avoid coercion from the marketplace, i.e. reject manipulations and sales tactics that might impact negatively on trust.

4.2 Recommended books

There are no recommended books for this module.

4.3 Electronic Reserves (e-Reserves)

There are no electronic reserves for this module.

4.4 Library services and resources information

For brief information, go to www.unisa.ac.za/brochure/studies
For detailed information, go to the Unisa website at http://www.unisa.ac.za/ and click on **Library.**
For research support and services of personal librarians, go to:
http://www.unisa.ac.za/Default,asp?Cmd=ViewContent&ContentID=7102 .
The Library has compiled numerous library guides:
Find recommended reading in the print collection and e-reserves-
http://libguides.unisa.ac.za/request/undergrad
Requesting material – http://libguides.unisa.ac.za/request/postgrad
How to contact the library/finding us on social media/frequently asked questions-
http://libguides.unisa.ac.za/ask.

5 STUDENT SUPPORT SERVICES

Since you have chosen to enrol at Unisa, which is an open distance learning (ODL) institution of higher education, have you really thought about what this means? This university is often selected by people to obtain a qualification, because it is 'open' to everyone who might not want to attend lectures at a residential university, or sometimes people have been out of the education system for a long time and want to acquire new skills in their own time. Thus, Unisa offers these people the ideal opportunity to obtain an academic qualification on a part-time basis.

However, many people are not used to studying completely in isolation from the university, their lecturers and their fellow students. As a result, many distance education students feel lonely and drop out. This is not necessary, though, as Unisa offers various resources to support you and to bridge this distance.

For detailed information on the various student support systems and services available at Unisa (for example, counselling, tutorial classes, language support, et cetera), please consult the brochure *my Studies @ Unisa*, which you should have received with your study material.

- **Tutorial offerings at Unisa**

Please be informed that, with effect from 2013, Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF level 5, 6 and 7, this means qualifying first year, second year and third year modules. Please log on to *my*Unisa to find out if any of the modules that you have registered for falls in this category.

Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period as well as an e-tutor who will be your tutorial facilitator. Thereafter you will receive a sms informing you about your group, the name of your e-tutor and instructions on how to log onto *my*Unisa in order to receive further information on the e-tutoring process.

Online tutorials are conducted by qualified E-Tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional Centre or a Telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-tutoring takes place on *my*Unisa where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. For your to get the most out of online tutoring, you need to participate in the online discussions that the e-tutor will be facilitating.

There are modules which students have been found to repeatedly fail, these modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important for you to register at your nearest Unisa Regional Centre to secure attendance of these classes.

- **Satellite broadcasts**

There will be no satellite broadcast classes in 2018.

- ***my*Life student e-mail account**

Once you have registered as a student at Unisa, you are automatically assigned a Unisa *my*Life student e-mail account. This e-mail account consists of your Unisa student number: studentnumber@mylife.unisa.ac.za (for example, if your student number is 2841452, your Unisa *my*Life e-mail address will be 2841452@mylife.unisa.ac.za). It is **very important** that you **regularly access** the information that is sent to this e-mail address since this is the only e-mail address that your lecturers have access to. Please also ensure that you use this e-mail address when interacting with Unisa and your lecturers.

We do, however, understand that it is sometimes difficult to access your Unisa *my*Life e-mail account on a regular basis. In order not to miss out on important communications, Unisa gives you the option to forward all your *my*Life e-mails to an alternative e-mail address of your choice (for example, your work e-mail address). Consult the brochure *my Studies @ Unisa* on how to forward your *my*Life e-mails to another e-mail address.

- *my*Unisa

If you have access to a computer that is linked to the Internet, you can access resources and information on the various Unisa websites. The *my*Unisa learning management system is the university's online campus that will help you to communicate with your lecturers, other students, and the administrative departments of Unisa.

You will be able to access administrative information such as your biographical details, academic and assignment records, examination dates and results, and financial records. Academic information that is available comprises of **study material** (such as tutorial letters and study guides), subject-related academic guidance, discussion forums, announcements by your lecturers, and so forth.

To register for *my*Unisa, click on the 'Join *my*Unisa' link on the left navigation panel at the following address: http://my.unisa.ac.za.

To go to the *my*Unisa website, start at the Unisa website (http://www.unisa.ac.za), and then click on the 'Login to *my*Unisa' link on the right-hand side of the screen. This should take you to the *my*Unisa website. Alternatively, you can go there directly by typing http://my.unisa.ac.za into your Internet browser.

- **Study groups**

It is advisable to have contact with fellow students. One way to do this is to form study groups/networks. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
UNISA
0003

In addition, you could contact the Directorate: Curriculum and Learning Development to enquire about tutor support at a learning centre near you. The Directorate can be reached at 012 429 6889. You can also keep an eye on the COM3704 discussion forum on *my*Unisa, as students regularly use this tool to form their own study groups.

- **Free computer and Internet access**

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to enable you (as a Unisa student) free access to computers and the Internet. This access enables you to conduct the following academic related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that any other activity outside of these are for your own costing eg, printing, photocopying, etc. For more information on the nearest Telecentre to you, please visit www.unisa.ac.za/telecentres.

6   STUDY PLAN

Please consult the *my Studies @ Unisa* brochure for general time management and planning skills.

For each of the modules that you are registered for in a semester, including COM3704, draw up your own study programme. Remember that a semester generally extends over a period of 15 weeks. In your study programme take into account the assignment due dates, as well as the examination date. Remember to always allow yourself sufficient time to revise for the examination.

7   PRACTICAL WORK AND WORK-INTEGRATED LEARNING

There are no practicals or work integrated learning components for this module.

8   ASSESSMENT

8.1   Assessment criteria

The technical presentation and your academic writing and performance criteria stated in Table 1, which appears below, will be used to assess your Assignment 02 in each semester.

Mark allocation

Your marks will be allocated according to the mark scheme below. These are the general criteria to evaluate Assignment 02. However, each topic has a rubric which contains the specific criteria for that topic.

Table 1

Criteria	Percent
Technical presentation	10%
• Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc).	
• **Declaration:** There should be a statement which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content.	
• Your assignment should have a table of contents.	
• Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered.	
• You should use the United Kingdom or British English in the essays, not American English.	
• You should not commit plagiarism in the content.	
• You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details.	
• You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter.	
• Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	
This is where the major part of the answer is provided. Here, use of appropriate theory (which you gather through independent research) to support/critically evaluate viewpoints, use of appropriate examples where necessary and other illustrations to support arguments; and/or integration of used literature.	75%
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self-evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1).	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

Technical presentation forms an important part of academic writing. Be sure to read Tutorial Letter CMNALLE/301 before completing your assignment. Plagiarism (passing off someone else's work as your own) will not be tolerated and a penalty of 25% will be imposed on any section of Assignment 02 deemed to have been plagiarised. Be sure to acknowledge the work of other authors by using the correct referencing techniques when consulting additional sources.

For the correct referencing techniques, see Tutorial Letter CMNALLE/301 which you should have received by now. The techniques shown in Tutorial Letter CMNALLE/301 are the only ones that will be accepted for use in this assignment.

DO Assignment 02 and hand it in. We comment on it and give you some feedback by means of a tutorial letter (number 201). You then have the opportunity to rectify mistakes and shortcomings and to make improvements on the assignment in the next task you do, which is the examination.

Please note:
Your Assignment 02 will be calculated at a percentage out of a 100. The first 25% will come from the technical presentation, introduction, conclusion, and the self-reflection which is expected from the assignment and the other 75% will come from the criteria required from your theoretical discussion and discussion which together will make up 100. You are given a choice out of three assignment topics and you must only answer ONE. The criteria applicable to the evaluation of your performance are set out in a rubric which follows each assignment topic, please read this rubric carefully before attempting to do the assignment.

Please note:
When you work through the questions in the assignments, you will note that almost all of the sections in the syllabus and all of the study units are covered. This should indicate that it is important to study ALL STUDY MATERIAL and not to deem some sections more important than others.

Assignments have to meet certain academic standards. That is why you have to include a declaration of own work submitted, table of contents, introduction, conclusion, and a list of sources consulted in Assignment 02. Also keep the following important matters in mind:

- Nothing (no headings or anything else) should ever be underlined in an assignment.
- All technical aspects and academic standards are addressed in Tutorial Letter CMNALLE/301
- Tutorial Letter CMNALLE/301 contains examples of a declaration of own work submitted, a table of contents, a list of sources consulted, and other relevant referencing techniques.
- Tutorial Letter CMNALLE/301 explains how MCQs should be approached and answered.
- The correct compilation and sequence of Assignment 02 is: cover page, declaration of own work submitted, table of contents, introduction, body of assignment (assignment questions), conclusion, self-assessment and self-reflection questions, list of sources consulted.

- **Plagiarism**

The importance of plagiarism cannot be overemphasised. This matter can have a very serious impact on your academic career if you do not acknowledge other authors in your work. You are referred to Tutorial Letter CMNALLE/301 for more detailed information on plagiarism. Please familiarise yourself with the content of this tutorial letter, as well as with the Disciplinary Code for Students.

In the past, some students copied their prescribed book or study guide, and offered these copies as original work in their assignments. If you do not acknowledge the authors of the sources that you use, you are committing plagiarism, which is a **SERIOUS** transgression. If you have committed plagiarism, the university is obliged to subject you to a disciplinary hearing. If you are found guilty you may be suspended and excluded from studying at **all** universities (including Unisa) for several years.

Therefore, you have to interpret the information in your prescribed book and study guide and make it your own. You must also understand the meaning of the contents, interpret it, and present it **in your own words**. Nevertheless, even if you do this, you must still include a reference indicating the source of the information.

What is plagiarism?
Plagiarism is the use of someone else's work or ideas as your own or without acknowledgment.

How to avoid plagiarism?
Refer to Tutorial Letter CMNALLE/301 for guidelines on how to reference within the assignment and the sources consulted. Also include a declaration at the beginning of your assignment to state that the assignment is indeed your own work.

Below is an example of a declaration form that can also be found in Tutorial Letter CMNALLE/301.

I, the undersigned, hereby declare that this is my own and personal work, except where the work(s) or publications of others have been acknowledged by means of reference techniques.
I have read and understood Tutorial Letter CMNALLE/301 regarding technical and presentation requirements, reference techniques and plagiarism.

Your signature
Your name
Your student number
Date
Signature of a witness

This declaration must be attached to the **front** of your assignment.

Therefore,

- if your assignment has a list of sources consulted but no declaration, it is considered to be plagiarism

- if your assignment has no declaration but some sources are listed, it is also considered to be plagiarism

- You must also reference within the body of the assignment.

Please note:
Although students may work together when preparing assignments, each student must write and submit his or her own individual assignment. In other words, you must submit your own ideas in your own words, sometimes interspersing relevant short quotations that are properly referenced.

It is unacceptable for students to submit identical assignments on the basis that they worked together. That is copying (a form of plagiarism) and none of these assignments will be marked. Furthermore, you may be penalised or subjected to disciplinary proceedings by the university.

- **Feedback and commentaries on assignments**

You can expect your marks for a marked assignment about ten weeks after the due date of the assignment. All marked assignments are returned to you and we keep no record other than the marks which are recorded by the Assignment Section. If you have access to *my*Unisa, you can determine the marks allocated for each assignment before the assignment reaches you via the mail.

8.2   Assessment plan

COMPULSORY ASSIGNMENTS FOR SEMESTER 1 AND 2

This module has **two compulsory assignments** (Assignment 01 and Assignment 02) per semester. You need to submit **Assignment 01** to gain admission to the examination.

Both assignments in both semesters contribute towards your semester mark for COM3704. Your final mark for this module will, therefore, consist of a semester mark contributing 20% (earned proportionately by the marks that you obtain for your two assignments) and an examination mark contributing 80% towards the final mark.

Assignment 01 will contribute a maximum of 50% towards the semester mark (or a maximum of 10 marks towards the final overall mark), and Assignment 02 will contribute a maximum of 50% towards the semester mark (or a maximum of 10 marks towards the final overall mark).

You need to submit **Assignment 01** in order to **gain admission to sit for the examination**, as admission is **not automatic**. If you do not submit Assignment 01, you will have to re-register for this module in the next semester. Although Assignment 02 is not taken into account for admission to the examination, you must nevertheless submit this assignment as it will be very difficult to pass this module without this assignment's semester mark portion. Remember that the accrual of a semester mark is only applicable to assignments which are received by the specified due dates and which are subsequently marked. Therefore, ensure that you submit ASSIGNMENT 01 by the due date in order to qualify for examination admission. There are *NO EXTENSIONS* for the submission of any assignment and all assignments received after the specified due dates will be returned unmarked – in other words, you will receive 0%.

Assignment 01 consists of multiple-choice questions (MCQs) and you have to fill in a mark-reading sheet for this assignment. Please make sure that the unique assignment number is also filled in and use a pencil only to complete the mark-reading sheet.

Assignment 02 consists of paragraph-/essay-type questions. Assignment 02 MUST include a declaration of own work submitted, table of contents, introduction, conclusion, and a list of sources consulted, along with the answers to the assignment questions, as well as to the self-assessment and self-reflection questions. Each of these elements is worth a number of marks and Tutorial Letter CMNALLE/301 contains examples of each of these items and their correct presentation. However, a rubric will also be used to access your assignment as shown later in this tutorial letter on Table 1.

Assignments form a part of formative assessment, the objectives of which are set out in Tutorial Letter CMNALLE/301. The assignments assist your understanding of the whole syllabus by presenting you with various exercises which will help you prepare for the examination. We strongly advise you to do both assignments so that you get familiar with the work presented in this module which you have to study and understand thoroughly if you want to pass the module very well.

Assignments form the backbone of your examination. Two assignments are set per semester. You HAVE TO do Assignment 01 set for the semester in which you are registered and hand it in before the closing date in order to gain admission to the examination. The closing date of an assignment is the date by when an assignment has to be at Unisa in Pretoria. If assignments are sent by snail mail or handed in at regional centres, submit the assignment at least three weeks before the closing date to ensure it reaches the University in time. You are strongly advised to keep copies of all documents submitted to the University.

If you are registered for semester 01 you have to:

- Answer and hand in Assignment 01
- Select a topic or question for Assignment 02 set for semester 1 and hand it in

If you are registered for semester 2 you have to perform the same tasks although the assignment questions for each semester may be different.

Assignment 02 should include the following:

- Signed affidavit (declaration) stating that the portfolio contains your personal work (add the signed affidavit after the top cover containing your personal details identifying you)
- Clear indication of the question you have chosen to answer
- Table of contents
- Contents of your assignment
- Self-assessment and self-reflection (see BOX 1 below)
- A list of **all** the sources consulted (Details of each source should also be complete).

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
1   What have you learned (what knowledge have you gained) by doing the assignment?
2   What skills, abilities and orientations (attitudes and values) have you accomplished?
3   Which strengths could you apply in your future life and work environment?
4   Which shortcomings do you need to address in future?

8.3   Assignment numbers

8.3.1   General assignment numbers

Assignments are numbered consecutively per module, starting from 01.

8.3.2   Unique assignment numbers

SEMESTER 1

Assignment 01	694621
Assignment 02	714616

SEMESTER 2

Assignment 01	854537
Assignment 02	740497

8.4   Assignment due dates

SEMESTER 1

Assignment 01	29 March 2018
Assignment 02	6 April 2018

SEMESTER 2

Assignment 01	13 August 2018
Assignment 02	10 September 2018

8.5   Submission of assignments

You can either post your assignment or send it via *my*Unisa

You may NOT answer an assignment or the examination in pencil. If you do, neither the assignment nor the examination answer script will be marked – in other words, you will receive 0%. A pencil may **ONLY** be used to complete the **mark-reading sheet** as provided for MCQs (this applies to Assignment 01 and the particular section in the examination). Consult the brochure *my Studies @ Unisa* for detailed instructions on how to complete a mark-reading sheet.

When submitting an assignment, please ensure that you have allocated the correct general assignment number (in this case, 01 or 02), as well as the correct unique assignment number. For the general assignment number ensure that the 0 precedes the assignment number on the assignment cover docket. It is extremely important to also ensure that the unique assignment number is filled in correctly.

Both assignments for each semester can be submitted to the university either via snail mail (post) or electronically via *my*Unisa. **Please do NOT wait until the last day (due date) to submit assignments electronically.** Irrespective of whether your computer breaks down or whether it has a virus, it remains your responsibility to ensure that your assignments reach Unisa in Pretoria on time. Assignments may **NOT** be submitted to lecturers via fax or e-mail. Please keep a copy of your assignment which you can produce if your assignment goes missing. For detailed information and requirements as far as submitting assignments are concerned, please see the brochure *my Studies @ Unisa.*

If you have access to *my*Unisa, you can check to see whether a submitted assignment has been recorded on the system (there will be a date in the 'Processed' column). The mark that was allocated for an assignment (once it has been marked), and the date on which the assignment was returned to you, are also indicated on *my*Unisa.

Please note:
An assignment can be submitted (whether via post or via *my*Unisa) only ONCE.
No resubmissions can be accepted.
You therefore need to ensure that the assignment that you submit is the final and complete copy.

Bear in mind that you and your lecturers are privy to the same information on *my*Unisa. If you have questions about the mark you received for an assignment, you may phone us to discuss the matter or you can email or fax us a copy of the whole assignment (including the inside and outside of the cover docket). Mark the email or fax clearly for the attention of the module coordinator and include a note explaining the problem. Also include your contact details in the fax for speedy feedback.

Please note that once assignments have been marked and the marks have been recorded on the system, these assignments are automatically posted back to students via snail mail (post). We do **NOT** keep copies of assignments, and, therefore, cannot provide comment on why specific marks were awarded. If information such as this is needed, you will have to wait until you receive the marked assignment back via snail mail (post). The marker's comments and other feedback will be available in the marked assignment. You are welcome to contact the module coordinator with questions relating to the assignment and marks awarded (provided that you have seen the comments, feedback, and mark awarded).

- **Submitting assignments via snail mail (post)**

When submitting an assignment via snail mail (post), please use the following address:

The Registrar
PO Box 392
UNISA
0003

Please note:
Remember that your assignments should be at the main campus of Unisa in Pretoria on the due date. Therefore you cannot post assignments on their due dates.

- **Submitting assignments via *my*Unisa**

To submit an assignment via *my*Unisa, please do the following:

- Go to the *my*Unisa website (http://my.unisa.ac.za).
- Log in with your student number and password.
- Select the module (in this case, COM3704) from the orange bar.
- Click on 'Assignments' in the menu on the left-hand side of the screen.
- Click on the assignment number (01 or 02) that you want to submit.
- Follow the instructions displayed on the screen.

Assignments that are submitted via *my*Unisa have a size restriction of 1MB. Ensure that you have your assignment in the correct format. Unisa only accepts documents that are created with/in Microsoft Word, Microsoft Excel, Acrobat (PDF), WordPerfect, ASCII (plain text) and Post Script. If you experience any trouble with, or have any enquiries about electronic assignment submissions, please send an e-mail to bugmaster@unisa.ac.za.

8.6 The assignments

SEMESTER 1

Assignment 01 consists of 20 multiple-choice questions. You have to answer <u>ALL</u> the questions. Each question counts one mark. The mark you will obtain out of 20 will be multiplied by five to determine the percentage you have obtained. You need to answer this question on the mark-reading sheet which you received with your study material.

Assignment 02 consists of three topics. You have to choose and answer <u>ONE</u> topic. We advise you to read the book and study all the topics in preparation for the examination, even though you have to answer one topic in this assignment. It is important that you study all the chapters of the book if you want to pass the coming examination. Students are also required to do their own research in addition to the prescribed book and study guide for the essay questions in Assignment 02.

The questions and topics of BOTH Assignment 01 and 02 cover the whole syllabus of the module and are aimed at assisting you in preparing for the examination.

Please do not contact the lecturers to request an extension.

ASSIGNMENT 01

Guidelines for answering Assignment 01 for Semester 1

1   You must complete this assignment on the mark-reading sheet which you received with your study material package.

2   You have to select the most appropriate answer to each question. Although in some questions you may regard more than one answer as appropriate, you must select only one option which is more acceptable when compared with the other options.

3   Complete the sheet with a soft black pencil — not with a pen or a coloured pencil. No holes must be punched in the mark-reading sheet.

4   Should you mark an incorrect space (which can easily happen), erase the pencil marks to prevent the computer from reading such marks.

5   You must complete the following details in the correct spaces on the mark-reading sheet:

   ▪   Your student number.
   ▪   Your surname, initials and address.
   ▪   Code of the paper: COM3704
   ▪   Assignment number: 01

6   Since these sheets are marked by a computer:

   ▪   No extension for the closing date of this assignment can be granted.
   ▪   Sheets that are rejected by the computer will be returned to you without being marked.
   ▪   Sheets received after the closing date will not be marked.
   ▪   If you were to submit a "second attempt", this second sheet will be returned unmarked.

MULTIPLE-CHOICE QUESTIONS

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

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

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 and wireless modems.

(1)   modem
(2)   router
(3)   server
(4)   browser

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

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).

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

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

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

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

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

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.

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

Q13   Computer hacking and phone phreaking are examples of … .

(1)   cyber bullying
(2)   cyber crime
(3)   cyber security
(4)   internet addiction

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.

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

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 went 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.

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

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 <u>correct</u>?

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

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

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)   a social media of social 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

ASSIGNMENT 02

ESSAY QUESTIONS

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 1500 and 3000 words in length. Please also use full and complete sentences as students writing in point form will be penalised.

Your answer must include the following elements:

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

(5)

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)

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)

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)

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)

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

1.7   Discuss the six characteristics of new media while providing examples of each.(6x6=36)

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)

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]

Criteria	Percent
Technical presentation • Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc). • **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content. • Your assignment should have a table of contents. • Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered. • You should use the United Kingdom or British English in the essays, not American English. • You should not commit plagiarism in the content. • You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details. • You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter. • Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	10%
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self-evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1).	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
1   What have you learned (what knowledge have you gained) by doing the assignment?
2   What skills, abilities and orientations (attitudes and values) have you accomplished?
3   Which strengths could you apply in your future life and work environment?
4   Which shortcomings do you need to address in future?

OR

ASSIGNMENT TOPIC TWO

QUESTION 2

NEW MEDIA AND DEVELOPMENT

Write an essay of between 1500 and 3000 words that addresses <u>both</u> **PART A** <u>and</u> **PART B** below. You must make use of your own research from books, articles, websites, etcetera in addition to the prescribed book and study guide. Please also use full and complete sentences as students writing in point form will be penalised.

PART A

South Africa is an example of a country classified as "developing". However, South Africa aims to improve its position of "developing" to "developed" country. This is seen in attempts to achieve universal service provision through various universal service policies.

With this in mind:

2.1.1   How is the term "developing" country defined, and what is the difference between "developing" and "developed" countries? Provide examples in your answer.   (20)

2.1.2   By referring your answer to the above question, discuss how the International Monetary Fund (IMF) and the World Bank classify countries?   (10)

2.1.3   Finally, discuss how the development of a country is measured and illustrate the meaning of this measurement for "developing" countries through examples.   (10)

PART B

Public interest theory, capture theory, and economic theory, are three theories of regulating telecommunications.

2.2.1   Critically discuss these three theoretical perspectives and provide examples of how they inform South African telecommunications policy.   (25)

2.2.2   Critically discuss the concept of "leapfrogging". Your answer should also suggest into how "developing" countries can utilise the concept of "leapfrogging" to their advantage.   (10)

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]

Criteria	Percent
Technical presentation • Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc). • **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content. • Your assignment should have a table of contents. • Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered. • You should use the United Kingdom or British English in the essays, not American English. • You should not commit plagiarism in the content. • You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details. • You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter. • Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	10%
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self-evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1)	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
1   What have you learned (what knowledge have you gained) by doing the assignment?
2   What skills, abilities and orientations (attitudes and values) have you accomplished?
3   Which strengths could you apply in your future life and work environment?
4   Which shortcomings do you need to address in future?

OR

ASSIGNMENT TOPIC THREE

QUESTION 3

DIGITAL MIGRATION AND THE INTERNET

The internet can be utilised in a number of business and organisational contexts to enhance everything from communication to the delivery of information and commercial applications.

Considering the above statement, write an essay in which you address the points below. 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.

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)

3.2   According to Lee et al (2005), web-based teaching offers many benefits for higher education. It can be described as interactive, collaborative, cumulative, exploratory, collective, and evolving. Expand on the advantages to online learning by using the benefits listed above as a starting point.   (15)

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

3.4   Groups like non-governmental organisations (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)

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)

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]

Criteria	Percent
Technical presentation • Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc). • **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content. • Your assignment should have a table of contents. • Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered. • You should use the United Kingdom or British English in the essays, not American English. • You should not commit plagiarism in the content. • You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details. • You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter. • Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	10%
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self-evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1)	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
1   What have you learned (what knowledge have you gained) by doing the assignment?
2   What skills, abilities and orientations (attitudes and values) have you accomplished?
3   Which strengths could you apply in your future life and work environment?
4   Which shortcomings do you need to address in future?

SEMESTER 2

Assignment 01 consists of 20 multiple-choice questions. You have to answer <u>ALL</u> the questions. Each question counts one mark. The mark you obtain out of 20 will be multiplied by five to determine the percentage you have obtained. You need to answer this question on the mark-reading sheet which you received with your study material.

Assignment 02 consists of three topics. You have to choose and answer <u>ONE</u> topic. We advise you to read the book and study all the topics in preparation for the examination, even though you have to answer one topic in this assignment. It is important that you study all the chapters of the book if you want to pass the coming examination. Students are also required to do their own research outside of the prescribed book and study guide for the essay questions in Assignment 02.

The questions and topics of BOTH Assignment 01 and 02 cover the whole syllabus of the module and are aimed at assisting you in preparing for the examination.

Please do not contact the lecturers to request an extension.

ASSIGNMENT 01

Guidelines for answering Assignment 01 for Semester 2

1   You must complete this assignment on the mark-reading sheet which you received with your study material package.

2   You have to select the most appropriate answer to each question. Although in some questions you may regard more than one answer as appropriate, you must select only one option which is more acceptable when compared with the other options.

3   Complete the sheet with a soft black pencil – not with a pen or a coloured pencil. No holes must be punched in the mark-reading sheet.

4   Should you mark an incorrect space (which can easily happen), erase the pencil marks to prevent the computer from reading such marks.

5   You must complete the following details in the correct spaces on the mark-reading sheet:
   - Your student number.
   - Your surname, initials and address.
   - Code of the paper: COM3704
   - Assignment number: 01

6   Since these sheets are marked by a computer:
   - No extension for the closing date of this assignment can be granted.
   - Sheets that are rejected by the computer will be returned to you without being marked.
   - Sheets received after the closing date will not be marked.
   - If you were to submit a "second attempt", this second sheet will be returned unmarked.

MULTIPLE-CHOICE QUESTIONS

Q1   The process by which data is transferred in electronic "envelopes" is known as … .

   (1)   mail servers
   (2)   packet switching
   (3)   web servers
   (4)   internet applications

Q2   Please fill in the missing word:

   In explaining Internet Service Provider (ISP) interactions in South Africa, ……….
   postulates that regulation ought to be introduced when there is market failure.

   (1)   game theory
   (2)   modernist theory
   (3)   normative theory
   (4)   world culture theory

Q3   Non-governmental organisations (NGOs) benefit from the internet because … .

   (1)   it provides NGOs with easy access to online shopping
   (2)   it increases the level of interaction between students and teachers
   (3)   it allows NGOs to attract local and international donors
   (4)   none of the above

Q4   What is a Trojan horse?

   (1)   A computer program that seems to be harmless, but that hides malicious
         functions.
   (2)   A program that exploits weak points in a network to spread automatically from one
         computer to the next.
   (3)   A program that can copy itself, and infect and spread from one computer to
         another.
   (4)   A computer program that carries a virus.

Q5   Cyber bullying falls into two categories namely … .

   (1)   proxy and direct attacks
   (2)   direct attacks and hacking
   (3)   cyber stalking and proxy
   (4)   hacking and cyber stalking

Q6   In an information society … .

   (1)   economic production is dominated by agriculture
   (2)   participation in the labour market does not typically require a higher education
   (3)   the organisation of society is not based on science, nationality, and reflexivity
   (4)   all economic sectors are characterised by information production

Q7   *The Pirate Bay* is an example of a … .

    (1)   peer-to-peer file sharing platform
    (2)   blog
    (3)   videogame
    (4)   server

Q8   Which one of the following is NOT a type of internet addiction?

    (1)   Online abuse
    (2)   Internet gaming addiction
    (3)   Information overload
    (4)   Cyber-relationship addiction

Q9   The use of information technology to meet work obligations, and to maintain the balance between work and running a family is known as … .

    (1)   telemedicine
    (2)   teleworking
    (3)   telecom
    (4)   internet telephony

Q10   Which one of the following does Van Dijk (2006:51-51) identify as a development of the second communications revolution?

    (1)   The invention of the printing press.
    (2)   The invention of writing.
    (3)   The invention of the telegraph.
    (4)   The invention of the computer.

Q11   The difference between developed and developing countries, between rural and urban areas, in terms of access to and use of telecommunications infrastructure and information services describes … .

    (1)   virtuality
    (2)   e-governance
    (3)   the digital divide
    (4)   the information society

Q12   A company that is permanently connected to the internet providing individuals and organisations with access to various Internet services is a / an … .

    (1)   access server
    (2)   submarine line
    (3)   dedicated line
    (4)   internet service provider

Q13   A chatroom is a / an … .

(1)   sale or promotion of products and services over the Internet
(2)   activity allowing two or more internet users to converse using text in real time
(3)   service by which messages are exchanged between users of a computer network
(4)   operation involving financing and funds management

Q14   A legalist democracy is characterised by … .

(1)   coalitions of minority groups holding power
(2)   a large number of regularly conducted telereferenda
(3)   typically only two political parties participating in government
(4)   a system of checks and balances on government, public service, and the judiciary

Q15   Activities geared towards influencing media, communities and audiences that exist
solely on the Internet using online channels including search engines, blogs, news
search, forums, discussion threads, social networks and other online communications
tools.

Which of the concepts listed below does the above statement describe?

(1)   Online journalism
(2)   Online public relations
(3)   Online shopping
(4)   Online advertising

Q16   It has become important to regulate new media technology in order to … .

(1)   promote the use of new media
(2)   make a profit from the use of new media
(3)   curb the abuse and misuse of new media
(4)   increase the number of users of new media technology

Q17   Which of the following does NOT describe the prodsumer?

(1)   Users who are both consumers and producers of content.
(2)   Viewers moving from passive "lean-back" reception to being "lean-forward"
viewers/creators.
(3)   User generated content.
(4)   One who is born into and grew up in a world of ubiquitous communications and
connectivity.

Q18 More organisations are becoming technologically savvy, and thus more are now virtual organisations which allow employees to work from home through connections to their work email and office telephones, thereby providing versatility in combining domestic chores with work obligations.

Teleworking is … .

(1) telephone access at reasonable distance from home
(2) activity usually carried out in cyberspace or on the Internet
(3) telephone access at a reasonable distance from work
(4) using information technology to fulfill work obligations

Q19 The South African newspaper, the *Sowetan*, has an online newspaper called *Sowetan live*. However, one can argue that they have the same content differentiated only by the electronic characteristics of one and the hardcopy characteristics of the other.

A copy of the print newspaper that could be put directly onto the Internet is what is known as (or as a) … .

(1) shovelware
(2) interactivity
(3) web 2.0
(4) dispersal

Q20 Which one of the following best describes the Matthew Effect?

(1) Enabling the understanding of the interplay of conflicting interests during decision-making processes when formulating policy in institutions such as the national assembly and national regulatory authorities (NRAs).
(2) An analysis of the state of the telecommunications infrastructure in the world, based on information such as teledensity, GDP, loans per economic sector (agricultural, communications, transportation, power).
(3) Those who already have sufficient resources (financial and other) at their disposal benefit first and most from the capacities and opportunities of the news media.
(4) The difference between developed and developing countries, and rural and urban areas, in terms of access to and usage of telecommunications infrastructure and information services.

ASSIGNMENT TOPIC ONE

QUESTION 1

NEW MEDIA USE BY INDIVIDUALS AND ORGANISATIONS

Write an essay of between 1 500 and 3 000 words that addresses both **PART A** and **PART B** below. You must make use of your own research from books, articles, websites, etcetera in addition to the prescribed book and study guide. Please also use full and complete sentences as students writing in point form will be penalised.

PART A

1.1.1   Teleworking is thought to be on the rise, thanks to e-commerce and m-commerce, and the demand for technology is increasing at home and at work. With this in mind, discuss the advantages and the disadvantages of teleworking. Your discussion should begin with a definition of teleworking.   (25)

1.1.2   However it is difficult for those marginalised by issues such as the digital divide to participate in teleworking. As such, the World Summit on the Information Society (WSIS) has succeeded in bringing together governments of the North, South, and international agencies to debate issues pertaining to the digital divide and proposing new ICT interventions aimed at reducing the divide. Begin with a definition of the term digital divide and discuss these interventions.   (15)

PART B

Information Communication Technologies (ICTs) can help to uplift women and thus woman can benefit from using ICTs, although this is only possible if ICTs are accessible. Gone are the days of being barefoot and pregnant in the kitchen, as women have established initiatives to educate themselves. ICTs have been introduced in rural areas to help women to improve their lives. However, ICT development and the attempt to teach women ICT skills has made some women's lives in rural areas more difficult instead of empowering them. This is because these women are used to the routine of their lifestyle and attempting to use ICTs is a burden rather than a blessing. There are various reasons why people shy away from ICTs: some lack the skills to use them and others fear technology and prefer the comfort zone offered by their traditional methods.

1.2.1   Using the statement above as reference discuss how ICTs are used in the development and empowerment of women.   (25)

1.2.2   In addition discuss the challenges that women face in becoming involved in the use of Information Communication Technologies (ICTs).   (10)

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]

Criteria	Percent
Technical presentation • Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc). • **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content. • Your assignment should have a table of contents. • Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered. • You should use the United Kingdom or British English in the essays, not American English. • You should not commit plagiarism in the content. • You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details. • You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter. • Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	10%
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1)	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

> **BOX 1**
> **SELF-ASSESSMENT AND SELF-REFLECTION**
> Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
> 1   What have you learned (what knowledge have you gained) by doing the assignment?
> 2   What skills, abilities and orientations (attitudes and values) have you accomplished?
> 3   Which strengths could you apply in your future life and work environment?
> 4   Which shortcomings do you need to address in future?

OR

ASSIGNMENT TOPIC TWO

QUESTION 2

NEW MEDIA AND GOVERNANCE

Can countries like South Africa be governed successfully for all people by utilising concepts like "e-governance" and "digital democracy"?

Answer this question in essay format. You must make use of your own research from books, articles, websites, etcetera in addition to the prescribed book and study guide. Please ensure that your essay is between 1 500 and 3 000 words in length. Please use full and complete sentences as students writing in point form will be penalised.

Your essay must include the following elements:

2.1   Answer yes or no to the above question, and justify your opinion by providing evidence to support your argument. (5)

2.2   Define digital democracy. (5)

2.3   Critically assess the usefulness of the four (4) models of digital democracy in the South African setting. (15)

2.4   Indicate which of the four models you believe to be the most viable in South Africa. Motivate your choice. (10)

2.5   Discuss how the principles that direct the use of e-governance in South Africa will impact upon current and future e-governance initiatives. (10)

2.6   Assess the potential means through which people can participate in a digital democracy using the various kinds of new media. Provide examples to illustrate your discussion. (10)

2.7   Analyse the role that the "digital divide" would play in efforts to make use of digital democracy in South Africa. (10)

2.8   Find two (2) examples of the application of e-governance in South Africa. Explain how these forms of electronic government function and whether or not these initiatives can be successful or have a meaningful impact on South African life. (10)

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]

Criteria	Percent
Technical presentation	10%
• Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc).	
• **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content.	
• Your assignment should have a table of contents.	
• Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered.	
• You should use the United Kingdom or British English in the essays, not American English.	
• You should not commit plagiarism in the content.	
• You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details.	
• You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter.	
• Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	
Introduction	5%
The assignment must have an introduction which introduces the topic and outlines the assignment.	
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion	5%
The conclusion should be a good summary of what you have written in the body of your assignment.	
Self-Assessment and Self-Reflection	5%
The self -evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1).	
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER	
If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in **BOX 1:**

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for Assignment 02 should contain answers to the following questions:
1 What have you learned (what knowledge have you gained) by doing the assignment?
2 What skills, abilities and orientations (attitudes and values) have you accomplished?
3 Which strengths could you apply in your future life and work environment?
4 Which shortcomings do you need to address in future?

OR

ASSIGNMENT TOPIC THREE

QUESTION 3

NEW MEDIA AND CYBERCRIME / INTERNET ADDICTION

With internet access soon to increase dramatically for South Africans in the immediate future, will cybercrime and internet addiction become problems that increase exponentially as well?

Answer this question in essay format. You must make use of your own research from books, articles, websites, etcetera in addition to the prescribed book and study guide. Please ensure that your essay is between 1 500 and 3 000 words in length. Please use full and complete sentences as students writing in point form will be penalised.

Your essay must include the following elements:

3.1   Provide a definition of cybercrime and discuss five (5) different types of cybercrime. Provide an example of each type of cybercrime to illustrate your explanation.   (45)

3.2   Lungi received an email from her bank, requesting that she confirm her banking details via a link in the email. She called her bank to confirm the email's legitimacy, but unfortunately, she had almost become a victim of cybercrime. What precautions should one take in order to avoid becoming a victim of cybercrime?   (10)

3.3   Provide a definition of Internet Addiction Disorder (IAD) and discuss the various types of internet addiction. Provide an example of each type in order to illustrate your discussion.   (10)

3.4   Discuss any five (5) symptoms which one can identify with Internet Addiction Disorder (IAD).   (10)

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]

Criteria	Percent
Technical presentation • Your assignment must have a top cover with all your details (student number, surname and initials, module code, date of submission, etc). • **Declaration:** There should be a statement (as shown on page 7 of the 301 Tutorial letter) which should be signed by you after the top cover stating that you did not commit plagiarism. This statement should also be signed by a witness and must have a date (on which it was signed). Do not sign such a declaration and then commit plagiarism in the assignment content. • Your assignment should have a table of contents. • Your assignment should be properly structured (with headings and sub-headings) and your headings and sub-headings must be correctly numbered. • You should use the United Kingdom or British English in the essays, not American English. • You should not commit plagiarism in the content. • You need to have the "Sources Consulted" section at the end of the assignment discussions. The information required in the reference list must be complete – see Tutorial Letter CMNALLE/301 for those details. • You should use the correct referencing techniques as stipulated in the above-mentioned tutorial letter. • Do not have spelling and grammar errors in your assignment. Proofread what you write before submitting the assignment and correct all writing mistakes.	10%
Introduction The assignment must have an introduction which introduces the topic and outlines the assignment.	5%
Theoretical Discussion and Body of the assignment	**75%**
Summary/Conclusion The conclusion should be a good summary of what you have written in the body of your assignment.	5%
Self-Assessment and Self-Reflection The self-evaluation is the evaluation of your performance (the questions to be answered are available as a template labelled BOX 1).	5%
TOTAL	**100**
ADDITIONAL COMMENTS FROM THE MARKER If there are any additional comments we wish to make to you about the content of your assignment, we will do so in the space provided in the assignment cover. We will also explain to you why you obtained the marks you obtained if that needs to be explained.	

The self-assessment and self-reflection comprises of one page in which you have to answer the questions listed in BOX 1:

BOX 1
SELF-ASSESSMENT AND SELF-REFLECTION
Your self-assessment and self-reflection for your assignment should contain answers to the following questions:
1   What have you learned (what knowledge have you gained) by doing the assignment?
2   What skills, abilities and orientations (attitudes and values) have you accomplished?
3   Which strengths could you apply in your future life and work environment?
4   Which shortcomings do you need to address in future?

8.7   Other assessment methods

There are no other assessment methods for this module.

8.8   The examination

You are welcome to use your *my Studies @ Unisa* brochure for general examination guidelines and examination preparation guidelines.

However examination guidelines pertaining to this module are as follows:

The examination mark contributes 80% toward the final examination mark. The other 20% is made up of your assignment marks. Both **Assignment 1** and **Assignment 2** (of each semester) 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.

During the examination, please follow the instructions properly and number all questions correctly. For essay-type questions, do not write very short answers but provide enough details and information about the topic which is asked as adequately as it is discussed in the prescribed book and the study guide. The marks of each question also indicate how much of a detailed answer you should provide for a question, but more important, is to note that the content of each topic determines how in-depth you should explain the issue or topic asked.

You have to obtain at least **50%** as a final examination mark to pass the module. However, because we have made provision for you to obtain a maximum of 20% for the assignments submitted, a sub-minimum applies to your examination mark. This sub-minimum is **40%**. In other words, you have to obtain a **sub-minimum** of **40%** in order to pass the examination and you should obtain 50% and more to pass the module. For example if you obtain 80% for the semester mark but 39% for the examination then your mark will remain 39% because you failed to meet the subminimum of 40%.

If you qualify for a **supplementary examination** (in other words, if you get at least **45%** for your final examination mark), you will be informed by the examinations department of this result and you will also be informed on when you have to rewrite the examination.

If you plan to contact any lecturers for assistance after the examination, please ensure that you make these arrangements well in advance, ie as soon as you have written the examination or have received your final results. During the semester, the Examination Department will provide you with general information on the examination, examination venues, examination dates and examination times.

9 FREQUENTLY ASKED QUESTION

There is an A-Z guide of the most relevant study information and associated questions in the *my Studies @ Unisa* brochure. Thus, before you phone or e-mail us with a question, please ensure that this question has not already been answered.

10 IN CLOSING

Please do not hesitate to contact us if you have any questions about this module, if you experience any problems or need advice about the examinations or the writing of the assignment. We are here for you and are always glad to assist you. However, please read this tutorial letter thoroughly prior to asking questions as you might find that the question is addressed in this tutorial letter.

We hope you have already worked out your study programme for the year and have started your daily study routine. Your Communication Science studies can be an enriching and rewarding experience, and this will depend to a large extent on your planning and self-discipline. Any changes to the arrangements in Tutorial Letter 101 will be communicated via *my*Unisa, SMS and additional tutorial letters.

Best wishes

Mr LD Madikiza
Module coordinator: New Media Technology COM3704
Tel: +2712 429 3873
E-mail: madikld@unisa.ac.za

Dr B Ngwenya
Tel: +2712 429 8893
E-mail: ngwenb@unisa.ac.za

Ms M Bvuma
Tel: +2712 429 3508
E-mail: bvumamp@unisa.ac.za