

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**SECOND SEMESTER MAIN EXAMINATION PAPER – MAY, 2017**

**TITLE OF PAPER: NEW MEDIA**

**COURSE CODE: JMC 404**

**TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS:**

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR**

### **Question 1**

Recently there has been a move to digitise Swazi archival material, which include photographs, sound recordings saved on taped, and written interviews.

Discuss how the changes brought by digital computing and communication technology will affect the way such content is distributed, accessed and stored.

[20 Marks]

### **Question 2**

It has been reported that since 2012 there has been a noticeable drop in desktop and laptop computer sales worldwide and that people are opting to buy smartphones and tablets instead. Discuss the various reasons why people are turning their attention to more mobile technologies.

[20 Marks]

### **Question 3**

Discuss how the Internet has made us rethink the notion of community by challenging concepts of place and space.

[20 Marks]

### **Question 4**

Discuss the validity and implications of the following statement: "...the current age is characterised by the ability of individuals to transfer information freely, and to have instant access to knowledge that would have been difficult or impossible to find previously" (Nair and Devi, 2011:13).

[20 Marks]

### **Question 5**

In an article titled "Let's Dismount from Objectivity's High Horse and Start Talking", Franz Kruger (2015) proposes a new form of journalism called "journalism of conversation" as a way to seek out "marginalised voices and perspectives to balance out those of powerful groups".

Discuss how micro-blogging and blogging answer Kruger's call for participatory journalism.

[20 Marks]

**Question 6**

Regional promotional bodies such as The Regional Tourism Organisation of Southern Africa (RETOSA) are urging countries, including Swaziland, to use social media platforms to market their tourist destinations globally.

In light of such recent developments, discuss how social media allows marketers to extend their brand reach.

[20 Marks]