UNIVERSITY OF ESWATINI

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2020/2021 EXAMINATION QUESTION PAPER: RESIT

TITLE OF PAPER: NEW MEDIA

COURSE CODE: JMC 423

TIME ALLOWED: 3 HOURS

INSTRUCTIONS:

Answer THREE questions.

Spelling and grammar will count in grading.

Use your own examples to illustrate your answer(s).

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GRANTED BY THE INVIGILATOR

QUESTION 1

Mobile Money uptake in South Africa failed to take off yet in the Eswatini context it has been phenomenal.

a) Explain the factors that contributed to the failure/success of mobile money in the countries under review.

(10 Marks)

b) Discuss the threats to freedom of expression with the VELA National Subscriber (SIM-Card) Registration Project.

(6 Marks)

c) Explain some of the disadvantages associated with mobile money in the Eswatini context.

(4 Marks)

QUESTION 2

a) Discus the ethical challenges of the use of digital media by ordinary citizens.

b) Suggest practical ways to overcome these challenges, giving examples to support your answer.

(20 Marks)

QUESTION 3

The introduction of mobile telephony in 1998 was perceived as a solution to the challenges of fixed line telephony in Eswatini.

a) Explain the challenges that were associated with fixed line telephony prior to the introduction of mobile telephony in Eswatini.

(8 Marks)

b) There have been many complaints about MTN Eswatini over the years, Discuss, giving examples to support your answer.

(12 Marks)

QUESTION 4

Access to the internet in developing countries has not been ubiquitous compared with the developed countries. Using the Kingdom of Eswatini as your example, discuss the reasons why this is the case and suggest practical ways of ensuring that this gap is reduced.

(20 Marks)

QUESTION 5

The increase in Fake News is a growing concern throughout the world.

a) What is fake news?

(2 Marks)

b) Explain the difference between misinformation and disinformation supporting your answer with examples.

(4 Marks)

c) Explain the role of Bots in fake news.

(4 Marks)

d) Governments have embraced the fake news bandwagon to work to their advantage. Explain how this has been made possible.

(8 Marks)

QUESTION 6

The use of social media in the Eswatini context has been marred by innuendo, slander, vulgarity etc.

a) Discuss the causal factors of such behaviour online.

(10 Marks)

b) Is there a practical way of dealing with this kind of behaviour in the online spaces? Explain, giving examples to illustrate your answer.

(10 Marks)