



## UNIVERSITY EXAMINATIONS

**THIRD YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF  
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA  
FIRST SEMESTER 2022/2023  
[SEPTEMBER-DECEMBER, 2022]**

### **COMM 361: NEW MEDIA TECHNOLOGIES**

**STREAM: Y3S1**

**TIME: 2 HOURS**

**DAY: MONDAY, 9:00 – 11:00 AM**

**DATE: 05/12/2022**

#### **INSTRUCTIONS**

- 1. Do not write anything on this question paper.**
- 2. Answer question ONE and any other TWO questions.**

#### **QUESTION ONE (30 MARKS)**

- (a) Using examples differentiate between 'blogging' and 'microblogging' **(4 marks)**
- (b) Using relevant examples, explain the following terms: **(6 marks)**
- (i) A network Society
  - (ii) Global Village
- (c) It has often been said that traditional journalism is bound to become extinct due to prevalence of new media. Discuss. **(10 marks)**
- (d) Adoption of ICTs can result in digital divide among populations. Explain the reasons behind it and citing practical examples in Kenya, discuss the effects of digital divide to society. **(10 marks)**

#### **QUESTION TWO (20 MARKS)**

- (a) The flow of information creates the necessary environment to become informed and knowledgeable. With sufficient illustrations, discuss what characterizes an information society. **(8 marks)**
- (b) New media technologies are changing the ways that audiences are consuming media. With relevant examples, discuss the extent to which new media deliver new experiences for audiences. **(12 marks)**

**QUESTION THREE (20 MARKS)**

- (a) The use of new media poses a number of challenges and ethical issues. Discuss using appropriate illustrations. **(8 marks)**
- (b) What is Computer Mediated Communication? Using examples, discuss the different characteristics of Computer Mediated Communication. **(12 marks)**

**QUESTION FOUR (20 MARKS)**

- (a) With sufficient illustrations, discuss the distinctive differences between conventional media and new media. **(8 marks)**
- (b) New media have led to the evolvement of participatory journalism. Discuss its advantages and the challenges it has brought to the field of journalism. **(12 marks)**

**QUESTION FIVE (20 MARKS)**

- (a) With illustrations, distinguish between digital and analogue media. **(8 marks)**
- (b) New media has enhanced convergence in journalism. Define media convergence and discuss how it has impacted the media sector in Kenya. **(12 marks)**