



**Strathmore**  
UNIVERSITY

**SCHOOL OF HUMANITIES AND SOCIAL STUDIES  
BACHELOR OF ARTS IN COMMUNICATION  
END OF SEMESTER EXAMINATION  
BAC 2104: Trends in Digital Communication**

**DATE: Tuesday, 17th October 2017**

**TIME: 2 hours**

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**INSTRUCTIONS**

Answer Question 1 and any other **two** questions.  
Proper, grammatical and clear language will be rewarded.

**Question 1** (Compulsory, 30 marks)

- (a) What is meant by 'digital communications'? (1m)
- (b) Explain why the invention of the internet was the herald of a communication revolution? (3m)
- (c) Explain why the Darknet should be a source of concern to governments (2m)
- (d) Explain three ways in which social apps are used in modern journalism? (3 m)
- (e) Modern enterprises make use of social media platforms like Twitter and Facebook as part of their PR strategy. Briefly explain. (3 m)
- (f) Explain two ways in which Artificial Intelligence (AI) is playing a role in modern journalism and in the field of public relations? (2m)
- (g) Briefly describe the problem of privacy in modern digital communication (2m)
- (h) Using a recent example, explain the phenomenon of a viral news posts (3m)
- (i) Briefly explain the term 'citizen journalism' within modern digital communications (2m)
- (j) Describe the emerging issue that explains the case of Nicole Mincey (4m)
- (k) Name any **three** *drivers* of change in internet communications and explain **two** relevant impacts of such change (5m)

**N.B. Choose any two questions from 2, 3, 4 and 5.**

**Question 2** (15 marks)

Algorithms are becoming more common as tools of digital communication. Referring to the article “The Age of Algorithms” by 99 Invisible Organization, explain what an algorithm is, describe the various ways algorithms are now applied in different fields, the positive and negative aspects of their use, and the possible future solutions to the problems of algorithms.

**Question 3** (15 marks)

‘Fake news’ is a term that has gained currency in recent times.

- (a) Explain the meaning and the motivation behind fake news. (4m)
- (b) Evaluate the impact of fake news. (4m)
- (c) Describe ways of detecting and counteracting fake news. (7m)

**Question 4** (15 marks)

Illustrate five changes in the daily work of communication professionals as a result of emerging digital technologies.

**Question 5** (15 marks)

Communication through the internet is useful in rapidly transmitting both visual and audio information. Yet human beings communicate with the natural world not only through eyes and ears but also through touch, taste and smell. Human beings need physical presence and contact with each other. Digital communication will never provide that.” Discuss this statement.