



**Strathmore**  
UNIVERSITY

**STRATHMORE INSTITUTE  
DIPLOMA IN JOURNALISM AND NEW MEDIA  
END OF SEMESTER EXAMINATION  
DJNM 1207: NEW MEDIA**

DATE: 11<sup>th</sup> December 2018

Time: 2 Hours

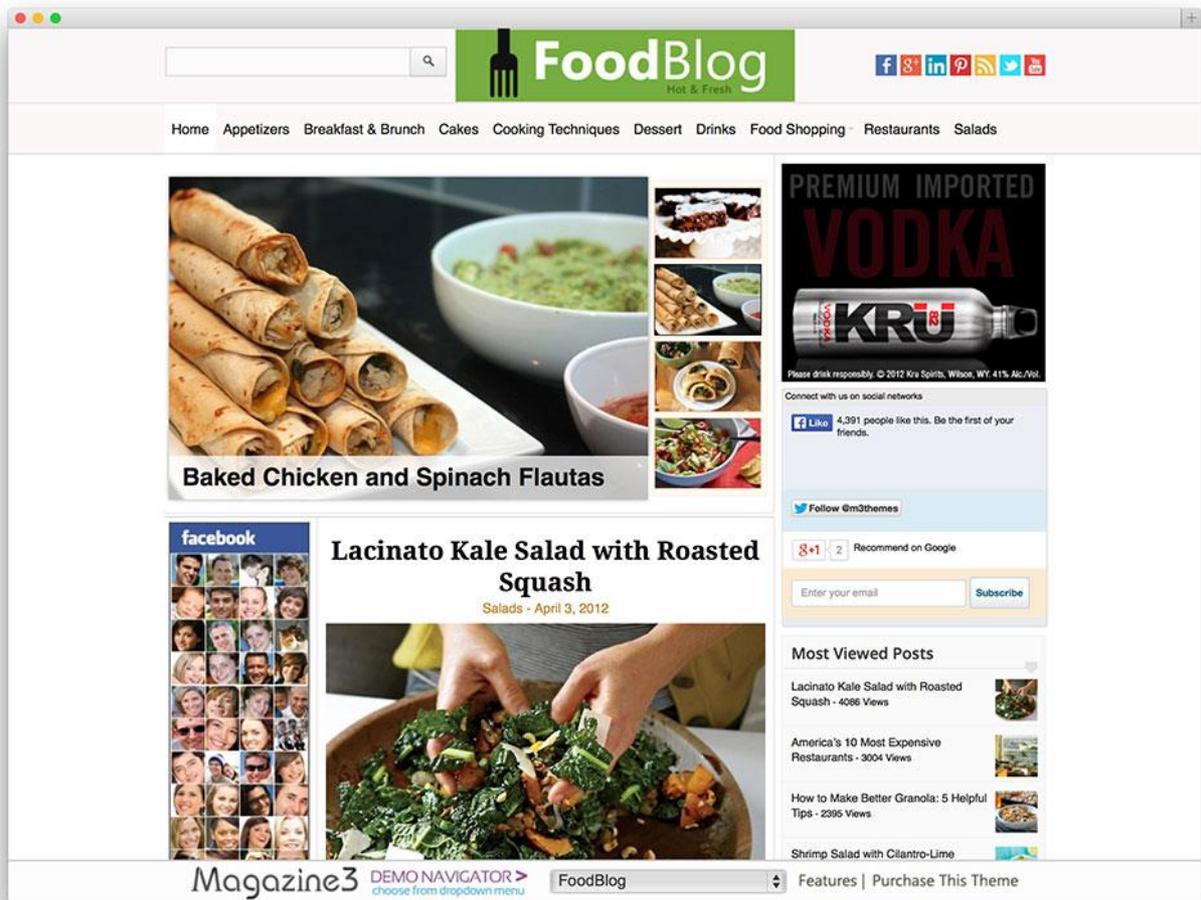
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**Instructions**

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions

**QUESTION ONE – COMPULSORY QUESTION**

- (a) Using relevant examples, define and describe the following terms:
- i. New media (3 marks)
  - ii. Digital media (3 marks)
  - iii. Online media (3 marks)
  - iv. Social media (3 marks)
- (b) Many media professionals, including specialist journalists, have created successful blog websites to enhance their careers. Below is a sample of one such blog website. Demonstrate in detail how to design and set up a blog website from concept to publishing of content. Your professional blog website should include images, adverts, past posts, YouTube and social media links. (18 marks)



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**QUESTION TWO:**

The process of writing and telling news includes finding and maintaining sources, conducting interviews and carrying out extensive research. This undoubtedly leads to an accumulation of information and data. As the digital and online sub-editor, develop a summarized manual of instructions to be distributed to all newsroom reporters on the steps to be taken to protect and secure important and confident data and information both on their computers and phones. **(15 marks)**

**QUESTION THREE:**

- (a)** Distinguish the unique characteristics between new media and old media. **(3 marks)**
  
- (b)** New media has revolutionized the operations and functions of newsrooms and journalists alike. Today, traditional mass media is under threat from the expansive

integration of new media. Write a two-page assessment on the impact of new media on traditional mainstream mass media and recommend effective strategies that media houses should implement in order to remain relevant and commercially viable. **(12 marks)**

**QUESTION FOUR:**

New media is often characterized as highly interactive technology that is changing the way people across the world receive, consume and distribute information. Give a critique of at least five (5) types of new media and analyse their impact on communication trends today. **(15 marks)**

**QUESTION FIVE:**

- (a) Virtual reality is poised to become the future of new media, as its unrivalled level of immersion qualifies it as the “ultimate medium”. Virtual reality will soon change the practice of journalism and the way audiences view and engage with news from around the world. Discuss. **(7 marks)**
  
- (b) Information technology is a driving factor in the process of globalization. The evolution of new media technologies has revolutionized the spread of globalization and has rapidly become tools for broadcasting, disseminating and sharing foreign cultural practices and values. Evaluate the accelerated transformation of the global village through the rapid integration of new media technologies. **(8 marks)**