GARISA UNIVERSITY

SCHOOL OF PURE AND APPLIED SCIENCES

EXAM DRAFTS

INS 402 NEW MEDIA

Question one compulsory

1. Explain the following types of new media
2. Blog
3. Podcast
4. Wikipedia
5. Twitter
6. Instagram (10marks)
7. Outline any five characteristics of new media. (10marks)
8. Explain how new media outlets can reduce copyright infringement. (10marks)

Question two

1. Differentiate between new media and old (traditional) media. (4marks)
2. Explain the evolution of any **two** of the following mass medium.
3. Newspapers
4. Magazine
5. Radio
6. Television (16marks)

Question three

Identify the positive and negative impact of the new media on

1. Journalism and mass communication. (10 marks)
2. Publishing industry. (10marks)

Question four

Identify and explain any four laws and regulations relating to new media. (20marks)

Question five

Discuss how the advent of new media has posed a challenge to conventional (old) media.

(20marks)