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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2018/2019 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF INFORMATION SCIENCE AND TECHNOLOGY**

**FOR THE DEGREE OF BACHELOR OF INFORMATION SCIENCE**

**COURSE CODE: INS 402**

**COURSE TITLE: NEW MEDIA**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 10/02/2020 TIME: 09.00-11.00 AM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of TWO (2) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

1. Explain your understanding of the “new media’’ (2 marks)
2. Give a brief history of the new media. (8 marks)
3. Explain the following terms used in new media
4. Convergence of media
5. Wireless communication
6. Narrow Casting
7. Interactive media
8. The knowledge gap. (10 marks)
9. Explain the characteristics of new media. (10 marks)

 **QUESTION TWO**

Compare and contrast new media and old media. (20 marks)

**QUESTION THREE**

As an information scientist, discuss the new media tools you can use to make you company known world-wide. (20 marks)

**QUESTION FOUR**

Marshall McLuhan maintains that electronic media involves people all over the world simultaneously. Outline the impact the new media in the word today (20 marks)

 **QUESTION FIVE**

Explain the factors that have led to popularity of the World Wide Web. (20 marks)