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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF PURE AND APPLIED SCIENCES**

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

**COURSE CODE: INS 402**

**COURSE TITLE: NEW MEDIA**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 23/08/2021 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 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)