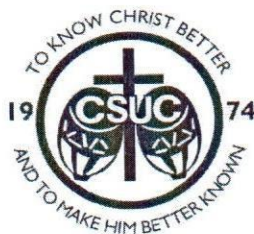


Index Number \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature \_\_\_\_\_



**CHRISTIAN SERVICE UNIVERSITY COLLEGE  
KUMASI –GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of Second Semester Examination, 2021/2022 Academic Year**

**Level 300**

**BACS 352: THE NEW MEDA**

**May 2022**

**[70 marks]**

**Time: 2 Hours**

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**INSTRUCTIONS TO CANDIDATES**

- Provide your answer in the **Answer Booklet**
- **ANSWER QUESTION 1 AND ANY OTHER TWO**
- Marks will be awarded for clarity of expression (grammar) and logical presentation of facts.
- Write your index number clearly at the top of the question paper.

*Examiner: Dr Ginn Bonsu Assibey*

Index Number \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Signature \_\_\_\_\_

1. "False information and incendiary photographs on Facebook, according to Nigerian authorities, have contributed to more than a dozen recent deaths in Plateau State, a region already devastated by ethnic strife." When BBC Africa Eye contacted Facebook, the corporation took down the account of a man from the United Kingdom who was disseminating false material to tens of thousands of Nigerians." As a result of these circumstances, most anti-social media activists have expressed reservations about these new social media sites. List and debate five anti-social media activists' concerns.  
**(30 marks)**
  
2. Discuss four characteristics of new media that distinguish them from print media. Use real-life examples to back up your replies.  
**(20 Marks)**
  
3. The communication landscape has shifted dramatically due to the rise of social media. Husbands and wives hardly speak to one another, and their children are constantly engrossed in their phones. Outline and explain five causes of social media addiction.  
**(20 Marks)**
  
4. Different ways of engaging with people have been introduced by new media, however it is unusual how some individuals share and react to messages on these platforms. Outline three (3) theories that define the nature of social media interactions as a social media student.  
**(20 Marks)**
  
5. When there are no established procedures for using social media for communication by corporate entities, it can be laborious and unrewarding. Outline and explain five social media strategies for effective communication on social media.  
**(20 Marks)**

**END\*\*\*\***