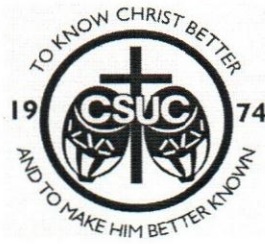


Index Number \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Signature \_\_\_\_\_



**CHRISTIAN SERVICE UNIVERSITY COLLEGE**

**KUMASI –GHANA**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF COMMUNICATION STUDIES**

**BACHELOR OF ARTS IN COMMUNICATION**

**End of Second Semester Examination, 2018/2019 Academic Year**

**Level 300**

**BACS 352: THE NEW MEDA**

**May 2019**

**[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: Ginn Assibey Bonsu*

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

1. a. "Nigerian police say false information and incendiary images on Facebook have contributed to more than a dozen of the recent killings in Plateau State - an area already torn by ethnic violence. When BBC Africa Eye got in touch with Facebook, the company disabled the account of a man in the UK who was spreading misinformation to thousands in Nigeria." Due to such circumstances, most anti-social media activists have raised a number of concerns against these emerging social media platforms. State and discuss five concerns of the anti-social media activists.

**(30 marks)**

2. Discuss four attributes of new media that make them different from print media. Support your answers with practical scenarios.

**(20 Marks)**

3. Communication landscape has changed drastically due to the advent of social media. Husbands and wives hardly talk to one another and their children are always busy with their phone. Outline five courses of the social media maniac.

**(20 Marks)**

4. New media have brought different ways of interacting with people but it is strange how some people share and react to messages on these new media platforms. As a social media student outline four theories that define the nature of social media interactions.

**(20 Marks)**

5. Using social media for journalism without set objectives may be tedious and unrewarding when there are no laid down strategies. As a journalist outline five social media strategies you will use for e-journalism.

**(20 Marks)**

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