



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE**

COURSE CODE: INS 403

COURSE TITLE: NEW MEDIA

DATE: 5/12/2018

TIME: 11:00- 13:00 (2 HOURS)

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over.*

QUESTION ONE (COMPULSORY) – 30 Marks

- a) Discuss **FOUR** negative and **FOUR** positive effects of new media. **(8 Marks)**
- b) Define the following terms as used in media cycles. **(6 Marks)**
 - i) Intellectual property
 - ii) Media regulation
- c. Before the advent of new technology, social interaction was easy in society. Discuss the impact of new media on socialization. **(6 Marks)**
- d. The internet has become a significant local source of information. Discuss. **(4 Marks)**
- e. Explain the **SIX** general reasons for media regulation. **(6 Marks)**

QUESTION TWO

- a) Business technology has revolutionized the way companies conduct business. Small businesses can implement business technology and level the playing field with larger organizations. Discuss **(10 Marks)**
- b) Outline the impact of new media on the following. **(10 Marks)**
 - i) Politics
 - ii) Communication

QUESTION THREE

Not all television programs are bad, but data showing the negative effects of exposure to violence, inappropriate sexuality and offensive language are convincing. Still, physicians need to advocate continued research into the negative and positive effects of media on children and adolescents. Discuss.

(20 Marks)

QUESTION FOUR

The influence of new media on the psychosocial development of children is profound. Discuss the statement above basing your arguments on the effect of television and the internet.

(20 Marks)

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