



**CRAWFORD UNIVERSITY**  
**FAITH CITY, IGBESA, OGUN STATE**  
**SCHOOL OF PART-TIME STUDIES**  
**COLLEGE OF ARTS AND COMMUNICATION STUDIES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2021/2022 HND CONVERSION SECOND TERM EXAMINATION**

**PROGRAMME:** B.SC. MASS COMMUNICATION

**COURSE TITLE:** NEW AND SOCIAL MEDIA

**COURSE CODE:** MAC 330

**CREDIT UNITS:** 2C

**TIME ALLOWED:** 2HRS

**INSTRUCTION:** Answer any three (3) questions. All questions carry equal marks.

- 1a. What do you understand by 'New Media'? **5 Marks**
- b. Identify and discuss any five (5) characteristics of new media. **15 Marks**
- 2a. What is social media? **5 Marks**
- b. Identify and describe any five (5) examples of social media platforms an online journalist can use to disseminate information to his/her target audience. **15 Marks**
3. Discuss any five (5) distinctive features that distinguish social media from traditional media. **20 Marks**
4. There are many factors militating against full crystallization of online journalism in Nigeria. Identify and discuss any five (5) and suggest way(s) out of these challenges. **20 Marks**
5. Explain the following terms:
- i. Vlog
  - ii. Blog
  - iii. Podcast
  - iv. Vodcast
  - v. Vlogosphere
- 20 Marks**