



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE (HONOURS) IN JOURNALISM AND MEDIA STUDIES**  
**INFORMATION TECHNOLOGY FOR JOURNALISTS II**

**IJM 1221**

**Final Examination Paper**

**May 2017**

This examination paper consists of 3 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Examiner's Name: Mr NkosanaDube**

**INSTRUCTIONS**

1. **Section A is compulsory.**
2. Answer any other **two** from **Section B**
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	<b>40</b>
2.	<b>30</b>
3.	<b>30</b>
4.	<b>30</b>
5.	<b>30</b>

## SECTION A

### QUESTION 1

- a) Describe the key elements of an effective news website. (15 marks)
- b) Distinguish between static and dynamic websites. (10 marks)
- c) Explain the following terms:
- i. Digital Public Spheres (3 marks)
  - ii. User-Generated Content (3 marks)
  - iii. Domain name (3 marks)
  - iv. Web 2.0 (3 marks)
  - v. Institutional Citizen Journalism (3 marks)
- Total** [40 marks]

## SECTION B

### QUESTION 2

In her discussion on the digital divide, Norris (2001) talks about the global, social and democratic divide.

- a) Briefly discuss **each** of these “divides” and show their differences. (15 marks)
- b) Explore the impact of the social divide in determining internet access among different demographic groups in Zimbabwe. (15 marks)
- Total** [30 marks]

### QUESTION 3

- a) Describe the key tenets of the Diffusion of Innovations theory. (10 marks)
- b) Discuss challenges faced by journalists in Zimbabwe in adopting and using new information and communication technologies. (20 marks)
- Total** [30 marks]

#### **QUESTION 4**

- a) Define the term interactivity in relation to digital media. **(5 marks)**
- b) With reference to examples of local news websites, explore the methods used by Zimbabwean news websites to enhance interactivity. **(25 marks)**

**Total** **[30 marks]**

#### **QUESTION 5**

Discuss the ways in which social media have affected the practice of journalism in Zimbabwe. Your discussion should pay attention to both positive and negative implications of social media.

**[30 marks]**