COURSE: New Media Studies  
Code: MECS 321P1

INSTRUCTIONS.

1. This question paper consists of TWO pages; please ensure that you have them both.
2. There are TWO sections in this exam; you must answer both of them.
3. Please answer each section in a separate answer book.
4. You are advised, in your own interests, to write legibly and to follow carefully the instructions you are given.
Section A (40 marks)

1. Choose FOUR of the following concepts and write 1½-2 pages on each. Your aim should be to explain the meaning of each concept and discuss why it is an important concept to study when examining new media.

   A. De Certeau’s strategies and tactics
   B. The protocols of distributed networks
   C. The internet and surveillance
   D. New media as a pharmakon
   E. Participatory culture
   F. New media as prosthesis
   G. New media and the determinism debate
   H. Globalization and the digital divide

Section B (60 marks)

Eugenia Siapera (2012: 6) begins her analysis of new media by asking if new media and technology “determine, shape or otherwise influence [...] the nature of their relationship with people and society [or] do individuals and societal structures produce, use and give meaning to media and technological artefacts?”

Write an essay (of 6-8 pages) in which you discuss this question and determine if you agree with her conclusion.

While you are free to draw on all aspects of the course (including your research project) you should make sure that you use material from both the lectures and course notes in order to explain how digital technologies are changing communication, on the one hand, and how this has enabled users to change their everyday practice on the other.