



**ELIZADE UNIVERSITY,
ILARA-MOKIN**

**FACULTY: SOCIAL & MANAGEMENT SCIENCES
DEPARTMENT: MASS COMMUNICATION
SECOND SEMESTER EXAMINATION
2018/2019 ACADEMIC SESSION**

COURSE CODE: MAC 414

COURSE TITLE: SOCIAL MEDIA AND ONLINE COMMUNICATION

NUMBER OF UNITS: TWO (2) CREDITS

DURATION: TWO (2) HOURS

INSTRUCTIONS: ANSWER THREE (3) QUESTIONS IN ALL.

QUESTION NUMBER ONE (1) IS COMPULSORY (30 MARKS)

ALL OTHER QUESTIONS CARRY FIFTEEN (15) MARKS

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- 1) a. United Nations Educational, Scientific and Cultural Organization opined that "Empowerment of people through Media and Information Literacy (MIL) is an important prerequisite for fostering equitable access to information and knowledge and promoting free, independent and pluralistic media and information systems." Explain this assertion with the use of social Media and online communication in the role of citizenship journalism? (15 Marks)

b. Give a thorough analysis of the new media from the onset and give your view of the future of the traditional media and the new media. (15 Marks)
- 2) Social media has evolved into a channel for personal and professional communication and has grown to encompass several solid platforms and tools. How would you evaluate social media in the past and social media in the present day? (15 marks)
- 3) A blog is a type of website used to perform various functions. From your experience, describe the creation, functions, benefits and demerits of a blog. (15 marks)
- 4) Identify and discuss the uses of Facebook, Instagram and Twitter in personal, academic, and professional realms. (15 Marks)
- 5) Discuss the impact the social media 'outcasts' have on academics, professionals, and society in general. (15 Marks)