



ELIZADE UNIVERSITY, ILARA-MOKIN

**THE DEPARTMENT OF MASS COMMUNICATION
SECOND SEMESTER EXAMINATIONS
2016/2017 ACADEMIC SESSION**

COURSE CODE: MAC 414 COURSE TITLE: SOCIAL MEDIA & ONLINE COMMUNICATION

NUMBER OF UNITS: TWO (2) CREDITS DURATION: TWO (2) HOURS

INSTRUCTIONS: ANSWER THREE (3) QUESTIONS IN ALL.

QUESTION NUMBER ONE (5) IS COMPULSORY (30 MARKS)

1. Give a vivid account of the evolution of online journalism from the web 1.0 to the web 3.0 interfaces, highlighting the main features of each of the interfaces.
2. Juan Luis Cebrian, the publisher of El Pais, a Spanish newspaper once said "newspapers are antiquated, obsolete and sclerotic." Discuss in detail the events that unfolded as a result of this thought.
3. Discuss the following types of media convergence, citing examples where necessary:
 - i. Technological convergence.
 - ii. Business convergence.
 - iii. Professional convergence.
4. Discuss at length what you understand by the term social media.
5. You started a blog as part of the requirements for passing this course. Give the name and link to the blog. Explain how you would do a fact check from news stories on social media, reflecting on the lecture by Mr. David Ajikobi of Africa Check