



**BOWEN UNIVERSITY, IWO**  
**COLLEGE OF COMPUTING AND COMMUNICATION STUDIES**  
**COMMUNICATION ARTS PROGRAMME**  
**2022/2023 SECOND SEMESTER EXAMINATION**

**DATE: June, 2023**

**COURSE TITLE: INFORMATION COMMUNICATION AND NEW MEDIA TECHNOLOGIES**  
**COURSE CODE: CMA 238** **TIME ALLOWED: 2 HOURS**

**INSTRUCTION: Answer Question 1 and any other two questions**

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1. (a) Marcia J Bates, Professor Emerita Department of information studies, University of California, Los Angeles (UCLA), made significant contributions to the field of information science, particularly in the areas of information retrieval and user behaviour. Identify and discuss her detailed view of information involving several key components. (10 marks)  
(b) Identify and discuss ANY 5 ethical considerations in ICT treated in class (10 marks)  
(c) Discuss the five critical characteristics of new media technology. (10 marks)
2. (a) According to Robert T. Craig (1999), there are seven traditions in the field of communication theory, List and explain them. (14 marks)  
(b) Identify 6 impacts of ICT and new media on the society (6 marks)
3. (a) Past Researchers and scholars have viewed and defined the term 'technology' from many perspectives and this has influenced the researched design results. Some of those definitions were treated in class; identify and define ANY 2 of your choice. (10 marks)  
(b) Discuss ANY of the 2 communication theories in ICT. (10 marks)
4. Write short notes on the following  
(a) Digital space  
(b) Marketing space  
(c) Social networking  
(d) New media  
(e) Information  
(f) Technology  
(g) Information  
(h) ICT  
(i) Online Community  
(j) Ethical Considerations (20 marks)
5. Information is communication OR communication is information. Discuss extensively with reference to ANY 5 of the different perspectives treated in class. (20 marks)