



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

OCTOBER 2016 EXAMINATION

COURSE CODE: JLS 842
COURSE TITLE: INTRODUCTION TO WEB PUBLISHING
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS **TIME: 3**
HOURS

1. One of the findings of a recent research conducted on the “readers’ patronage of online and offline newspapers” shows that the online newspapers may send the offline version into extinction considering the size of audience gain by the online version. Discuss the merits of online newspaper to justify the research finding. **(17½ Marks)**
2. National Open University is planning to turn its libraries across study centres to e-libraries where students can read and download e-books. You have been selected as one of the student representatives in the University senate to consider the new development. Express your satisfaction to the development by emphasising the merits of e-books towards students’ academic development. **(17½ Marks)**
3. You are the team leader of a committee set up by a newspaper publishing company to look into the feasibility and sustainability of establishing online version of its newspaper. Emphasise in your report at least **six** factors the company must considered before establishing online version of its newspaper. **(17½ Marks)**
4. “The concept of ‘Global Village’ is a product of World Wide Web (WWW)”. Discuss at least **eight** of the characteristics of WEB as it relate to the concept to prove that you agree with the statement. **(17½ Marks)**
5. Prove otherwise with cogent points and logical discussions on the need to encourage Web Publishing in Nigeria. **(17½ Marks)**
6. Establish the contributions of ICT/social media towards information flow and knowledge sharing in Nigeria. **(17½ Marks)**