

Translate the following:

Q1: Exposure to Political Information (6 marks)

New technologies, and especially the Internet, are changing dramatically not only the way we interact with the world, but also our vision of the world itself, opening new cultural and social perspectives. These new paradigm changes are also producing an impact on individuals' role of citizens and, consequently, on democracy and politics. In the last years, to analyze the scope of this phenomenon has become a challenge for political scientists, so the research to test the causal relations linking Internet use and democratic values and practices is growing.

One way of tackling the issue is focusing on the possibilities opened by the Internet for political purposes when compared to traditional or old mass media. The acquisition of information in the mass media is closely related to political participation. Being informed about politics is highly correlated with civic attitudes and involvement. Citizens interested in politics use the media to learn about the issues concerning them. They gain political knowledge, which in turn allows them to feel more motivated to engage in political activities. Consequently, well-informed citizens tend to be more active in elections and other forms of participation. However, while the well-educated and politically sophisticated use the media to obtain information about politics, a large proportion of the public mostly use it for non-political entertainment purposes.

Q2: Online newspaper (6 marks)

An online newspaper (or electronic news or electronic news publication) is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical. Going online created more opportunities for newspapers, such as competing with broadcast journalism in presenting breaking news in a more timely manner. The credibility and strong brand recognition of well established newspapers, and the close relationships they have with advertisers, are also seen by many in the newspaper industry as strengthening their chances of survival. The movement away from the printing process can also help decrease costs.

Online newspapers, like printed newspapers, have legal restrictions regarding libel, privacy, and copyright, also apply to online publications in most countries as in the UK. News reporters are being taught to shoot video and to write in the succinct manner necessary for Internet news pages. Some newspapers have attempted to integrate the Internet into every aspect of their operations, e.g., the writing of stories for both print and online, and classified advertisements appearing in both media, while other newspaper websites may be quite different from the corresponding printed newspaper.

Q3: Recognizing social media and different ways to use it (8 marks)

Social media started to keep in touch with friends and family, but businesses soon saw it as a way to reach customers through a popular new way to talk. Social media is powerful because it lets you connect with and share information with anyone on Earth or many people at once. About 3.8 billion people all over the world use social media. Social media is an area that changes all the time. Almost every year, big social networks like Facebook, YouTube, Twitter, and Instagram are joined by new apps like TikTok and Clubhouse. By 2023, about 257 million people in the United States are expected to use social media.

With social media, there are many different ways to use technology. Governments and politicians use social media to talk to voters and people in their area. This includes sharing photos, blogging, social gaming, social networks, sharing videos, business networks, virtual worlds, and more. People who live far away from their friends and family use social media to stay in touch. Some people use different social media platforms to network for job opportunities, find people worldwide who share their interests, and share their ideas, opinions, insights, and feelings. People who do these things are part of a social network online.

Social networking is the most important thing a business needs. Companies use the platform to find and talk to customers, increase sales through advertising and promotion, keep an eye on consumer trends, and help or care for customers.

With my best wishes,,,