



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

2019_1 EXAM

COURSE CODE: JLS843
COURSE TITLE: ELEMENTS OF MULTIMEDIA: THEORY AND PRACTICE
UNIT: 3
TIME: 3 HRS

INSTRUCTION: **ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS**

1. Telecommunication is an old genre of Information and Communication Technologies (ICTs). Identify and discuss at least five of the major telecommunication tools that are considered most relevant in the study and applications of multimedia journalism. **(17¹/₂ Marks)**
2. Information and Communication Technologies (ICTs) have made the transmission of radio and television signals, and the spread of data and graphics around the world most possible but uneven. Discuss how the information revolution has influenced the Global Information Flow Controversy. **(17¹/₂ Marks)**
3. The nature of multimedia is unique as a form of communication. Discuss at least five elements that constitute the uniqueness. **(17¹/₂ Marks)**
4. Identify five communication theories that are relevant in multimedia communication experience and discuss the nature of their relevance. **(17¹/₂ Marks)**
5. Highlight and discuss at least seven of the tips that are considered imperative in writing multimedia news. **(17¹/₂ Marks)**
6. Multimedia journalism is a new addition to the string of news reporting approaches outside the traditional media outlets which has generated issues in communication research. Discuss at least seven reasons why you think research is needed in the field of multimedia journalism. **(17¹/₂ Marks)**