

**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE, NNAMDI**  
**AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2023\_2 EXAMINATIONS...**

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**COURSE CODE: JLS 843**

**COURSE TITLE: ELEMENTS OF MULTIMEDIA: THEORY & PRACTICE**

**UNITS: 3**

**TIME: 3 HRS**

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

1. a. A successful multimedia news gathering requires that a journalist follow some established steps. Enumerate and discuss four of these steps that ensure success. (17 1/2 Marks)
2. For multimedia journalism to achieve its goals, some form of research is required; identify and discuss six (6) aims of research in multimedia journalism. (17 1/2 Marks)
3. Write copious notes on the following, supporting with examples:  
i) Data gathering & entry devices ii). Data processing & delivery device iii. Data receiving devices (17 Marks)
4. With relevant examples, discuss three (3) communication theories that are useful for multimedia experience (17 1/2 Marks).
5. a). Enumerate and discuss three assumptions of the Cognitive Theory of Multimedia Learning (CTML). (10 Marks)  
b). Name and explain two shortcomings of the theory. (7 1/2 Marks = 17 1/2 Marks)