



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

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

INSTRUCTION: ANSWER ANY FOUR QUESTIONS. EACH QUESTION CARRIES 17½ Marks

1. (a) Briefly trace the origin of multimedia technology? (10marks)
(b). List three professions in which multimedia thrives mostly? (7½ marks)
2. (a). In your understanding, define a theory? (5½ marks).
(b) Give four qualities of a good theory (12marks)
3. (a). In your own term, what is gatekeeping in multimedia? (5½ marks)
(b) Identify any four gates in the gatekeeping theory? (12marks).
4. (a). Identify and explain the main two types of research in multimedia journalism 10marks.
(b). Highlight three important functions that research plays in human endeavours. (7½ marks)
5. (a) In your own understanding, what is ethics?
(b) Outline five of the clashing interests journalists face in applying ethics in the discharge of their duties.