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

INSTRUCTION: ANSWER **ANY FOUR QUESTIONS. EACH QUESTION CARRIES 17$^1/_2$ Marks**

1. (a) Conceptualise the term global information flow? (**5$^1/_2$ marks**)
(b) List and explain the two patterns of information flow? (**12 marks**)

2.(a) In your perception, what is advertising? (**5$^1/_2$marks**).
(b) Relate multimedia issues into contemporary advertising practice? (**12marks**)

3. (a). Appraise the state of Online Journalism in Nigeria.   (**10 marks**)
(b). Discuss three prospects of Online journalism in Nigeria.   (**7$^1/_2$ marks**)

4. (a)What are the two major postulations of the cognitive load theory? (**5marks**).
(b) discuss any five of the effects of cognitive load theory? (12$^1/_2$ marks)

5. (a) Explain the term media convergence? (**7$^1/_2$ marks**)
(b) Discuss any two areas of convergence in the media convergence theory? (**10marks**)