



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2025\_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. To be successful in multimedia news gathering under a multimedia environment, a journalist needs to follow some established steps. List these steps and fully explain four. **17<sup>1</sup>/<sub>2</sub> marks**

2. Research is an essential factor in multimedia journalism. List and discuss six (6) purposes of research in multimedia journalism. **17<sup>1</sup>/<sub>2</sub> marks**

3. Explain in detail the following; support with examples:

- i. Data gathering & entry devices
- ii. Data processing & delivery device
- iii. Data receiving devices **17<sup>1</sup>/<sub>2</sub> marks**

4. What three (3) relevant communication theories can you associate with multimedia experience? **17<sup>1</sup>/<sub>2</sub> marks.**

5. Enumerate, discuss and critique three assumptions of the Cognitive Theory of Multimedia Learning (CTML). **17<sup>1</sup>/<sub>2</sub> marks**