



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

SEPTEMBER 2020_1 EXAMINATION

COURSE CODE: JLS843

COURSE TITLE: ELEMENTS OF MULTIMEDIA: PRACTICE AND THEORY

TITLE OF EXAMINATION: 2020_1 MSc MASS COMMUNICATION

TIME ALLOWED: 3 HOURS

Instruction: Answer any four questions. All questions carry equal marks.

1. In addition to an exhaustive explanation of the meaning of multimedia journalism, give and describe three of its main features. **(17¹/₂ Marks)**
2. Beyond the field of journalism, multimedia is a critical factor in the enormous successes various other areas of communication have recorded today. Discuss at least 4 of such areas. **(17¹/₂ Marks)**
3. Enumerate three (3) instruments of multimedia journalism with at least three examples of each of them. **(17¹/₂ Marks)**
4. Discuss the five steps a multimedia journalist must always take in order to be successful. **(17¹/₂ Marks)**
5. To guarantee what Nwodu (2013) calls “high level of ethical compliance”, the Code of Ethics of Nigerian Union of Journalists prescribes codes practicing journalists must observe in order to earn and maintain public trust. Name and explain at least ten (10) of them. **(17¹/₂ Marks)**
6. Under number one broad categorisation of Mayer’s (1998) Cognitive Theory of Multimedia, there are five principles for reducing extraneous processing. Explain the theory, name and discuss the five principles. **(17¹/₂ Marks)**