



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE**  
**NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA**  
**FACULTY OF SOCIAL SCIENCES**  
**DEPARTMENT OF MASS COMMUNICATION**  
**2020\_2 EXAMINATION ...**

**COURSE CODE: JLS 843**  
**COURSE TITLE: ELEMENTS OF MULTIMEDIA PRACTICE AND THEORY**  
**UNIT: 3**  
**TIME: 3 HOURS**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

1. The call by Mass communication and journalism scholars from developing nations for the New World Information and Communication Order (NWICO) in the 1980s was necessitate by some articulated factors. Identify the factors and discuss whether these factors are still relevant to the present ICT age?  

**(17<sup>1</sup>/<sub>2</sub> Marks)**
2. You have been invited, as a consultant on ICT to explain to media practitioners the elements that make multimedia unique form of communication and their relevance in media reports. Fully discuss five of the elements.  

**(17<sup>1</sup>/<sub>2</sub> Marks)**
3. The Cognitive Theory of Multimedia Principle states that people learn more deeply from words and pictures than from words alone. Discuss this assertion within the framework of the five Principles for Reducing Extraneous Processing **(17<sup>1</sup>/<sub>2</sub> Marks)**
4. Discuss the two major Media convergence perspectives and the two peculiar challenges of multitasking approach to multimedia usage. **(17<sup>1</sup>/<sub>2</sub> Marks)**
5. As an Editor of Diamond News, which is an Online news platform, explain to your newly employed reporters any five tips considered imperative for excellence in multimedia journalism  

**(17<sup>1</sup>/<sub>2</sub> Marks)**
6. In applying ethics in the discharge of their duties, journalists are often faced with a number of clashing interests. Discuss with examples how these interests constitute the ethical burden of journalism profession and proffer possible solutions .  

**(17<sup>1</sup>/<sub>2</sub> Marks)**