



FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY

FIRST SEMESTER 2016/2017 EXAMINATION

COURSE CODE: MCT 515
COURSE TITLE: ADVANCED WRITING FOR DIGITAL MEDIA
CREDIT UNITS: 3
TIME ALLOWED: THREE HOURS
COURSE LECTURER(S): JUDE TERNA KUR, PhD
NUMBER OF QUESTIONS: 4
NUMBER OF PAGES: 2

INSTRUCTIONS

- Answer all questions
- Do not use red pen
- Please use a clear handwriting
- This exam is closed book, closed notes, closed laptop and closed cell phone
- Please use non-programmable calculators only



- 1(a). "Digital content is multimedia content." Explain.
- (b). Discuss any **three** types of digital content.
2. The primary purpose of digital media writing is effective communication. Expatiate on any **five** grammatical tools that would enhance effective communication in digital media writing.
- 3 (a) Articulate how you will approach the following devices in writing for mobile media:
- (i) Home pages for navigation.
 - (ii) Search Engine Optimisation (SEO).
 - (iii) Attention grabbing titles.
 - (iv) Introduction.
 - (v) Length of story.
- (b) Identify and elaborate on any **five** basic principles of plain language in social media writing.
- 4 (a) Explain any **three** characteristics of digital media.
- (b) Discuss any **two** differences between facebook campaign communication writing and twitter campaign communication writing.

Vehted
External Examiner
E. U. O.
27/3/17