

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

FINAL EXAMINATIONS

COURSE TITLE: MULTIMEDIA VIDEO PRODUCTION

COURSE CODE: MCT322

TIME: 2 Hours

[INSTRUCTIONS:- ANSWER ONLY FOUR (4) QUESTIONS IN ALL. EACH QUESTION CARRIES 15 MARKS EACH. 60 MARKS IN ALL].

QUESTIONS:

- 1) A) Discuss the six stages of media production. (B) For a new film to interest studios it must be supported by evidence of previous success, and some other possible ingredients of the proposal. List and discuss briefly all these ingredients.
- 2) Under the concept of independence and alternatives in the media industries. Discuss in details and cite good examples, the notion of: a) the 'Mainstream', b) the 'maverick', c) the 'politically committed' and d) the 'artist'.
- 3) A) Define audience. B) What are the impetuses for research into audience? C) In media effect model, what are the underlying assumptions that guided their practices? List down and discuss all these assumptions.
- 4) What are the assumptions of the Uses and gratification model? List and discuss them in details. B) What are the five groups of media needs mentioned under the Uses and gratification model? Mention and discuss them in details. Try supporting your answers with clear examples.
- 5) Semiotics uses the term signs to describe the ways that meanings are socially produced. List and discuss the three characteristics of Semiotic ideas. Support your argument with a clear example as you were given in class or provide a better one.
- 6) Structuralist anthropology might study how a culture organises its rules on food as a system by rules of exclusion, by signifying oppositions, and by rules of association. Discuss the concepts of exclusion, oppositions and rules of association. Try to justify your discussions with thorough examples.

GOODLUCK TO YOU ALL!!!