

FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
FIRST SEMESTER 2013/2014 SESSION EXAMINATION
MCT 311: MULTIMEDIA JOURNALISM WRITING

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER THREE

TIME ALLOWED: TWO HOURS

1. Write a feature article for publication in an online newspaper on the topic: Energy and Power Development in Nigeria: Prospects, Challenges and the Way Forward.
- 2(a) Clear writing is a necessity in multimedia journalism writing. Discuss any three (3) tips that could help multimedia journalism writers achieve clarity in their writing.
(b) Accuracy is important to the multimedia journalism writers for several reasons. State and explain any three such reasons.
- 3(a) What do you understand by indirect quotation?
(b) Write a 5-paragraph newspaper straight news story and introduce indirect quotations in it.
(c) State and explain any three basic rules print media writers adopt in using direct quotation in stories.
- 4(a) What is attribution in media writing?
(b) With clear examples, show any two ways in which attribution is done in print media writing.
- 5(a) Advance any three (3) characteristics of web writing.
(b) Discuss any three (3) differences between writing for the web and the broadcast media.
6. Write notes on all of the following as they relate to multimedia journalism writing: (a) Inverted pyramid (b) Lateral reporting (c) Journalistic style (d) Objectivity (e) Journalists' URLs (f) Shovelware.