FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA

SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY

DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY

SECOND SEMESTER 2014/2015 EXAMINATION

COURSE CODE:	MCT 322
COURSE TITLE:	MULTIMEDIA VIDEO PRODUCTION
CREDIT UNITS:	3
TIME ALLOWED:	**2 HOURS**
COURSE LECTURER(S):	DR. AGBOOLA, A.K.
NUMBER OF QUESTIONS:	4
NUMBER OF PAGES:	2 (INCLUDING THIS PAGE)

INSTRUCTIONS

- Answer all questions [60 MARKS]
- 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) Tzvetan Todorov, a Bulgarian structuralist linguistic argues that all stories begin with an 'equilibrium' where any potentially opposing forces are 'in balance'- the 'once upon a time' moment. This is disrupted by some event, setting in motion a series of other events, to close with a second, but different 'equilibrium'. His 'equilibrium' labels a state of affairs, a status quo, and how this is 'set up' in certain ways and not others.

Write a story of not more than 500 words in three (3) paragraphs start with "Once Upon a Time........." as the starting point. Note that Marks will be awarded based on clear and convincing discussions/narrations/clear expression/good storyline etc.

B) What are the assumptions of the Uses and gratification model? List and discuss them. What are the five groups of media needs mentioned under the Uses and gratification model? Mention and discuss them. Try supporting your answers with clear examples.

2) A) Discuss clearly 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.

3) Under the concept of independence and alternatives in the media industries. Discuss in details and cite good examples, the following concepts: a) the 'Mainstream', b) the 'maverick', c) the 'politically committed' and d) the 'artist'.

4) A) Define media audience. B) What are the impetuses for research into media audience? C) In media effect model, what are the underlying assumptions that guided their practices? List down and discuss all these assumptions.

GOOD LUCK TO YOU!!!