



FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA  
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY  
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY  
FIRST SEMESTER 2019/2020 EXAMINATION

**COURSE CODE:** IMT 534  
**COURSE TITLE:** ADVANCED WRITING FOR DIGITAL MEDIA  
**CREDIT UNITS:** 2  
**TIME ALLOWED:** TWO HOURS  
**COURSE LECTURER:** PROF. JUDE TERNA KUR  
**NUMBER OF QUESTIONS:** 5  
**NUMBER OF PAGES:** 1

**INSTRUCTIONS**

- (1) Answer any three questions. (2) Do not use red pen. (3) Please use a clear handwriting. (4) This exam is closed book, closed notes, closed laptop and closed cell phone. (5) Please use non-programmable calculators only.
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- 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.
- 5 (a) State and explain any four (4) characteristics of digital media.  
(b) Using examples, discuss any three (3) types of digital media.