

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

FIRST SEMESTER 2012/2013 SESSION EXAMINATION
COURSE TITLE: MULTIMEDIA JOURNALISM WRITING
COURSE CODE: MCT 311

CREDIT HOURS: 3

INSTRUCTION: ANSWER QUESTIONS ONE AND ANY OTHER THREE
TIME ALLOWED: 2 HOURS

1. Write a four paragraph print news story based on the following information.

An accident report gives the following information:

- Incident: Two-car accident on Hwy 14 and Gilmore Ave.
- Time and date: 2:45AM Oct.8.
- Involved: Carol Gleson, 19, Saint Mary's College student.
- Home town: Minneapolis, MN
- Driving a 1983 Toyota Tarcel; Northbound on Hwy 14
- Minor injuries: Treated and related from Winoma Hospital.
- Involved: Candy Floss, Daughter of Daryl and Stacy Floss, 1352 Broadway, Winoma, MN, Driving a 1990 Chevrolet Camaroo; Westbound on Gilmore Avenue. Drugs were recovered from Floss car. Did not require hospitalization. Released to parents at police station.

In an interview with State Police Trooper William Troutner at the scene of the accident, the officer says, "Y know the girl who walked away was the daughter of the president of the local school board? She just pulled right out in front of the kid from Saint Mary's. I'll tell you that's just a shame, she had more drugs in her car than you could sell in a month. You don't use my name. You Media ghouls are all alike'."

2. [a] What do you understand by feature article writing?
[b] List and explain any 4 types of feature articles.
[c] Give a detailed explanation of the word lateral reporting.
3. [a] State and explain 4 characteristics of the web.
[b] Discuss 4 characteristics of web writing.
[c] What do you understand by weblog?
4. [a] What is multimedia journalism?
[b] Discuss any four differences between writing for the print and the broadcast media.
[c] State and explain any 3 similarities and any 3 differences between writing for the broadcast media and writing for the web
5. [a] Explain any two differences between the broadcast lead and the print lead
[b] Explain any 7 guidelines you will follow in preparing a broadcast copy.