

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

SECOND SEMESTER FINAL EXAMINATIONS, 2013 / 2014 SESSION

MCT 322: MULTIMEDIA VIDEO PRODUCTION

TIME: 2 Hours

INSTRUCTIONS:- ANSWER QUESTIONS 1 AND 3 OTHER. 60 MARKS IN ALL.

- 1) 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.
- 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 notion of: a) the '*Mainstream*', b) the '*maverick*', c) the '*politically committed*' and d) the '*artist*'.
- 4) 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.
- 5) 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.
- 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!!!