

FEDERAL UNIVERSITY OF TECHNOLOGY, MINNA
SCHOOL OF INFORMATION AND COMMUNICATION TECHNOLOGY
DEPARTMENT OF INFORMATION AND MEDIA TECHNOLOGY
FIRST SEMESTER 2013/2014 SESSION EXAMINATION
MCT 515: ADVANCED WRITING FOR DIGITAL MEDIA

INSTRUCTION: ANSWER ANY **FOUR** QUESTIONS

TIME ALLOWED: **TWO** HOURS

1. Discuss any five features of digital messages, showing how each feature influences writing for digital media.
2. (a) State ten (10) characteristics of digital media audience.
(b) For any four characteristics stated in 2(a) above, explain how each affects writing for digital media.
3. State and explain with clear examples any five (5) pitfalls to avoid in internet writing.
4. Discuss any four (4) characteristics of web writing.
5. Write notes on all of the following as they relate to digital media writing:
 - (a) Chunking and hyperlinking
 - (b) Interactive content
 - (c) Web 2.0 technologies
 - (d) Digital content ownership