



**STRATHMORE INSTITUTE**

**DIPLOMA IN JOURNALISM AND NEW MEDIA (DJNM)**

**END OF SEMESTER EXAMINATION**

**DJNM 1304: MULTIMEDIA PRODUCTION AND EDITING**

**DATE: 11<sup>TH</sup> DECEMBER 2023**

**TIME: 13:00-15:00 HOURS**

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**INSTRUCTIONS:**

1. This examination consists of **FIVE** questions.
  2. Answer **QUESTION ONE (COMPULSORY)** and any other **TWO QUESTIONS**.
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**QUESTION ONE – 30 MARKS:**

- a) Distinguish between multimedia production and multimedia journalism. Use at least three case studies for each distinction to illustrate your responses. **(12 Marks)**
- b) You have been assigned the task of working on an investigative story to expose the abuse of performance-enhancing drugs by college/university athletes. To successfully produce this story, you will need to work with an experienced multi-media team. Identify the role of each member and explain their roles and responsibilities towards the production of the story. **(18 Marks)**

**QUESTION TWO:**

- a) What, in your opinion, is the future of journalism in the face of the rapidly expanding digital space? **(3 Marks)**
- b) Multimedia projects generally apply two basic approaches to produce. Discuss these two approaches and illustrate with examples how each approach functions. **(12 Marks)**

**Total: 15 Marks**

**QUESTION THREE:**

- a) Discuss four (4) advantages of using multimedia technology especially in light of today's digitalized world. **(8 Marks)**
- b) Discuss three (3) disadvantages of multimedia production. **(6 Marks)**
- c) Explain the threat that multimedia journalism poses to traditional journalism. **(1 mark)**

**Total: 15 Marks**

**QUESTION FOUR:**

Multimedia projects are complex as they often involve the collaborative efforts of multiple teams of skilled professionals. These projects come in the form of news, features, documentaries, interviews, adverts, promotions, campaigns and so forth. During the development process, a project moves through different stages that are designed to refine the project with attention to the technical requirements and audience preferences. Discuss these stages from the beginning to the ultimate successful submission of the multimedia production. **(15 Marks)**

**QUESTION FIVE:**

- a) Describe the functions of the five (5) basic elements of multimedia. **(10 Marks)**
- b) Video is perhaps the most popular and sought-after addition. Videos have revolutionized the world of media and transformed the way journalists tell stories today. Discuss the opportunities that video as a multimedia medium has opened up for both print and broadcast journalists. **(5 Marks)**

**Total: 15 Marks**