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ASSIGNMENT TITLE: INTRODUCTION TO MEDIA ARTS (TEST)

COURSE CODE: INTRODUCTION TO MEDIA ARTS (PFA110)

QUESTION:

1. DEFINE MEDIA AND VIVIDLY AND EXTENSIVELY DISCUSS THREE TYPES OF MEDIA:

Media can be defined as all the means of communication, as newspapers, radio, and television that provides the public with news, entertainment, etc, usually along with advertising.

Types of media: **the print media**- this is the oldest media form, these publication of newspapers, magazines, journals etc, are collectively known as print media. Although print media readership has declined in the last few decades, many Americans still read a newspaper everyday or a news magazine on a regular basis. The influence of the print media is therefore significant. Regular readers of print media tend to be more likely to be politically active.

**The broadcast media**: they are news report broadcast via radio and television. Television news is hugely important in the United States because more people get their news from television broadcasts than any other source. Although fewer people rely on radio as their primary source, many people still listen to radio news every day, especially during morning and evening commutes.

**The internet**: the internet is slowly transforming the news media because more people are relying on online sources of news instead of traditional print and broadcast media.

2a- writes the following main bands for radio broadcasting in full:

i-AM – amplitude modulation

ii- MV- frequency modulation

iii-FM- medium wave

b- The name ‘radio’ is derived from two words. Itemize the source.

-Radius (ray of light) a Latin word.

-radiation.

3. List the elements of the following:

i. radio programming- voice, music, script and sound effects.

ii. Film production-literary design, visual design, cinematography, editing and sound design.

iii. Radio drama-role, time, place, action, tension and focus.

iv. Television-an image source, a sound source, a transmitter, an antenna, a receiver, a display device and an audio amplifier.

4. List the factors that led to the birth of Nollywood.

- Culture and tradition

-religion

-hard work

5. List and discuss three basic stages of media production.

i. pre-production stage-this is the planning, scripting and storyboarding before the shooting.

ii. Production stage- this is the actual shooting/recording.

iii. Post-production stage- this is everything that happens between production and creating the final masterpiece.

6. Write short notes on the following inventors:

i. Louis Daguerre( 1839)- he was a French artist and photographer, recognized for his invention of the daguerreotype process of photography. He became the father of photography.

ii. Guglielmo Marconi (1895)- he was an Italian inventor and electrical engineer. He was a pioneer of long distance radio transmission, which he used to build up a radio telegraph system. Marconi is often named as the inventor of radio.

iii. John Logie Baird( 1924)- he produced televised objects in outline in 1924, transmitted recognizable human faces in 1925 and demonstrated the televising of moving objects in 1926 at the royal institution in London. The BBC used his televising technique to broadcast from 1929 to 1937.