

Assignment Title: Introduction to media Arts (Test)

Course Title: Introduction to Media Arts

Course Code: PFA 110

Question

ANSWER ALL.

DURATION: 2 HOURS

1. Define media and vividly and extensively discuss three types of media

The term Media applies to any communication devices used to transmit and store information. It is a unique medium of artistic expression. Film, television and radio are the most common and frequently used mass media.

Television: is telecommunication medium that is made up of three basic elements: sound, pictures and movements. It is used for transmitting and receiving moving images and sounds. Its ability to broadcast life in location creates a sense of immediacy and credibility that encourages the audience to believe that all works they see is the true rather than a construction of reality.

Radio: refers to wireless transmission of sound signals through the atmosphere or free space. Radio is essentially a sound medium which is used to inform the audience about what is happening around the world or to persuade them to purchase a product or entertain them with music and drama. Sound is simply a raw material of radio which is made up of periodic waves created by vibrating objects such as musical instrument, loud speaker or human voice.

Film: The term 'film' encompasses motion pictures as individual projects as well as the field in general. The name comes from a photography film also called film stock. Many other terms for films exist such as motion pictures, silver screen, photo play, the cinema, picture show etc. Films are produced by recording people and objects with cameras or by creating them using animation techniques or special effects.

2 a. Write the following main bands for radio broadcasting in full:

- i. AM – Amplitude Modulation
- ii. MV – Medium Wave
- iii. FM – Frequency Modulation

b. The name 'radio' is derived from two words. Itemise the source.

- Radiation and
- Radius

2. List the elements of the following:

i. Radio programming

- Voice
- Music
- Script
- Sound effects

ii. Film production

- Character. ...
- Plot
- Conflict
- Resolution
- Structure
- Scenes
- Dialogue
- Visuals

iii. Radio Drama

- Role
- Time
- Place
- Action
- Tension

vi. Television

- An image source
- Sound source
- Transmitter Antenna
- Receiver
- Display device
- Audio amplifier and loudspeaker

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

- After the independence, Nigerians started shooting several films due to the due of Yakub Gowon. He demanded that Nigerian films should be shown in cinemas instead of foreign ones.
- People like Ola Balogun used this medium to promote Nigerian culture.
- Nigerians looked up to Hollywood for their source of entertainment. This was one of the factors that made Nigeria start their own entertainment (Nollywood)

4. List and discuss three basic stages of Media Production

- Pre-production
- Production
- Post production

Pre-production stage: it is called the planning or the preparation stage. It involves choosing of script, auditioning, planning record and in most cases it requires some rehearsals.

Production stage: this is when the actual recording takes place. The shooting and action begins at this stage. It is one of the most part in film production.

Post-production stage: after the shooting of all scenes, the videos are brought together and arranged in their respective order. Then editing begins with light sound and other necessary effect.

5. Write short notes on the following inventors:

- i. **Louis Daguerre (1839)** : Louis-Jacques-Mandé Daguerre, a French inventor, born on the 18th November 1787 died on the 10 July 1851, better known as Louis Daguerre, was a French artist and photographer, recognized for his invention of the daguerreotype process of photography. He became known as one of the fathers of photography. Though he is most famous for his contributions to photography, he was also an accomplished painter and a developer of the diorama theatre.
- ii. **Guglielmo Marconi (1895):** Guglielmo Giovanni Maria Marconi, 1st Marquis of Marconi FRSA (Italian 25 April 1874 – 20 July 1937) was an Italian inventor and electrical engineer, known for his pioneering work on long-distance radio transmission,[5]development of Marconi's law, and a telegraph system. He is credited as the inventor of radio, and he shared the 1909 Nobel Prize in Physics with Karl Ferdinand Braun in recognition of their contributions to the development of wireless telegraphy. He successfully transmitted the first wireless sound over a distant 1700miles.
- iii. **John Logie Baird (1924):** John Logie Baird, born 13 August 1888 died– 14 June 1946, was a Scottish engineer, innovator, one of the inventors of the mechanical television, demonstrating the first working television system on 26 January 1926, and inventor of both the first publicly demonstrated colour television system, and the first purely electronic colour television picture tube.