

08. MULTIMEDIA

Exercise Corner

A. Multiple Choice Questions:

1. c. Journalism
2. a. Text
3. c. Microphone
4. d. all of these
5. a. Video

B. Fill in the blanks:

1. E-book
2. presentations
3. streaming
4. sound
5. graphics

C. Write True or False:

1. True
2. True
3. False
4. True
5. True

D. Write one word for the following:

1. Multimedia
2. Advertising
3. Adobe Flash
4. Amazon Kindle
5. Adobe InDesign

E. Answer the following questions:

1. The term media refers to the various tools and procedures used to convey information. Multimedia is a computer technology that presents various content forms in an integrated way. The Multimedia is typically used to mean the combination of text, sound and/or motion videos.
2. A multimedia system has four basic characteristics:
 - Multimedia Systems may be computer controlled.
 - Multimedia Systems are integrated.
 - The information they handle must be represented digitally.
 - The interface to the final presentation of media is usually attractive.
3. Two uses of Multimedia are:
 - a. Advertising – Advertising has changed lot over the past couple of decades and this is mainly due to the increased use of internet in business. Multimedia plays a great and vital role in the field of advertising.
 - b. Mass Media – It is used in the field of mass media i.e. journalism, in various magazines and newspapers that are published periodically.

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4. Advantages –

- i. Creativity – It brings more life to discussion.
- ii. Variety – It caters all types of learners

Disadvantages –

- i. Distracting – Multimedia takes away the focus from the lesson due to its attention-grabbing formats.
 - ii. Time Consuming – Creating multimedia requires more time.
5. Streaming media is a video or audio content sent in compressed form over the internet and played immediately, rather than being saved to the hard drive. With streaming media, a user does not need to have to wait to download to play it. Because the media is sent in a continuous stream of data.