MEDIA TECHNOLOGY GRADE 10 ANSWERS

SECTION A (40 MARKS)

1. Social media platforms identification (3 marks)

- **M:** Facebook / Meta
- **N:** YouTube
- **O:** WhatsApp

2. Media concepts

a) Definitions (3 marks)

i) **Multimedia** → The integration of two or more forms of media such as text, audio, images, animation, video for communication or content creation.

- Alternative phrasing: Combination of different media types, interactive media content, e-learning content

ii) **Broadcasting** → The transmission of audio or video content to a wide audience through radio, television, or online platforms.

- Alternative phrasing: Mass communication, signal transmission, airing programs

iii) **Digital media** → Content created, stored, and distributed using digital devices such as computers, smartphones, and tablets.

- Alternative phrasing: Online media, electronic media, computer-based media

b) Matching media types (3 marks)

Column A	Column B
i. Print media	B. Newspaper / Magazine / Pamphlet

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