



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV, VII, SII)

**BMC 2304: NEWSPAPER EDITING AND DESIGN**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) The following story was filed by a beginner journalist thus it has problem with structure, language, grammar and coherence. Rewrite it to fit standard for publication in a national daily. **(25 marks)**
- b) Generate a proper news headline for it. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Rewrite the following sentences, correcting all their errors. Some sentences contain more than one error.
1. The respondents agreed that the only crime serious enough to receive capital punishment as a penalty are those involving murder.
  2. John Adles said the possible deformity of the child is the only circumstance in which he feels that abortion should be legal.
  3. He said that before marijuana is legalized, there has to be more extensive research pointing in the direction of its being a harmless drug.
  4. Academic reputation, school location, and cost were the three major items listed by college students as their reason for attending the school in which they are currently enrolled.
  5. Assistant director for instruction and research in the Division of Computer Services Abraham Cohen said that every elementary school in which they are currently enrolled.
  6. Assistant director for instruction and research in the Division of Computer Services Abraham Cohen said that every elementary school should teach their students how to use a computer.
- b) Eliminate the unnecessary words from the following sentences. The sentences do not have to be rewritten; simply cross off the words that are not needed.
1. Health inspectors are in the process of currently investigating the restaurant and may completely close it down in about 3 to 5 days.
  2. She spent every summer during her life in the cottage located at Lake Tahoe with her young infant, who is now an attorney at law.
  3. It's very unique problem and, in an effort to prevent another violent explosion, they want to clean up the site at the hour of 2 pm. regardless of whether or not it's privately owned.
  4. It should be pointed out that after he died last Easter Sunday, an autopsy conducted to determine the actual cause of death found that he was, in fact, strangled to death.
  5. In the past, he personally assembled together a dozen knowledgeable experts and insisted that they would like the end result regardless of whether or not they were paid.

### QUESTION 3

- a) Explain the importance of working with a Dummy when making a newspaper. **(8 marks)**
- b) Suggest **SIX** aspects of editing and design that might have immensely contributed to popularity of Daily Nation newspaper in the market. **(6 marks)**
- c) Outline **SIX** key guidelines you need to apply when placing adverts in a tabloid-sized newspaper. **(6 marks)**

### QUESTION 4

- a) Explain any **SIX** types of headlines that are commonly seen in the local dailies. **(12 marks)**
- b) Distinguish between “Superimposing” and “Relegation” in newspaper production. **(4 marks)**
- c) Describe the role of a Revise Editor. **(4 marks)**

### QUESTION 5

- a) Explain offset lithographic printing process. You may use appropriate illustrations. **(8 marks)**
- b) i) Illustrate a horizontal layout of a page using a sketch. **(5 marks)**  
ii) State **THREE** advantages of the layout type illustrated in 5 (b) (i) above. **(3 marks)**

- c) Craft a good news headline for the following story:  
Hundreds of families have fled their farms on the outskirts of Hindi Trading centre two days after gunmen killed 13 of their neighbours

About 500 families, worried  
About their safety, spent  
Sunday night in the cold  
at the compound of Hindi  
prison in Lamu West

*(Courtesy Daily Nation)*

**(4 marks)**