



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC II)

BMC 1109: INTRODUCTION TO EDITING SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Explain the following terms referred in editing
- i) Libel
 - ii) Novelty
 - iii) Proximity
 - iv) Copy editing
 - v) Caption
- (10 marks)
- b) List **FIVE** functions of print media. (5 marks)
- c) Mention **FIVE** stages of copy editing. (5 marks)
- d) Identify **FIVE** traits of a good copy editor. (5 marks)
- e) Give **FIVE** uses of a headline in a newstory. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain **FIVE** factors to bear in mind when writing headlines for news story. (10 marks)
- b) Explain **FIVE** sources of pictures in a publication. (10 marks)

QUESTION 3

- a) Explain any **FIVE** functions of using photos in a publication. (10 marks)
- b) Explain **FIVE** techniques used in selecting a good photo for a newstory. (10 marks)

QUESTION 4

Discuss any **FIVE** newsworthy elements. (20 marks)

QUESTION 5

Discuss any **FIVE** ethical factors to consider as a journalist. (20 marks)