



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

CERTIFICATE IN MASS COMMUNICATION  
(CMAC II, YI, SII)

**BMC 1109: INTRODUCTION TO EDITING SKILLS**

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 Two printed pages.*

## SECTION A (Compulsory)

### QUESTION 1

- a) Identify **FIVE** roles of a copy editor. (5 marks)
- b) Illustrate **FIVE** symbols mostly used in editing by a copy editor and their meaning. (5 marks)
- c) Mention any **FIVE** sources of pictures. (5 marks)
- d) Mention **FIVE** qualities of good copy editor. (5 marks)
- e) Give **FIVE** characteristic terms used in editing
  - i) Plagiarism
  - ii) Novelty
  - iii) Libel
  - iv) Caption
  - v) Proximity(5 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Explain **FIVE** importance of punctuation in headline writing. (10 marks)
- b) Explain **FIVE** journalistic ethics to be followed while in the beat. (10 marks)

### QUESTION 3

Create a news story of not less than 200 words the following factor included:

- i) Attribution
  - ii) Background
  - iii) Transition
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- a) A news story on the Television Switch off due to digital migration. (10 marks)
  - b) A news story on the promiscuity sex among students in Kenya Public Universities. (10 marks)

### QUESTION 4

Explain any **TEN** elements of News. (20 marks)

### QUESTION 5

- a) Using illustrations explain the importance of using pictures in Newspaper Publication. (10 marks)
- b) Briefly explain the differences between a magazine and a newspaper. (10 marks)