



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC IV)

**BMC 2304: NEWSPAPER EDITING AND DESIGN**

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 Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) The following article (attached) was written by a beginning reporter for a daily newspaper. Rewrite in a more professional way. (Assumption: The event has taken place today). **(25 marks)**
- b) Create an appropriate news headline for the story. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Explain:
- i) Page layout. **(2 marks)**
  - ii) SOLAS **(2 marks)**
  - iii) Bar sport **(2 marks)**
  - iv) Superimposing **(2 marks)**
  - v) Modified poster **(2 marks)**
- b) Explain the role of news headlines in a newspaper. **(10 marks)**

### QUESTION 3

- a) Discuss the role of a Chief Sub Editor. **(10 marks)**
- b) Explain to a beginner the flow of a news story from the point the reporter writes it to the point the reader reads it on the morning newspaper. **(10 marks)**

### QUESTION 4

- a) It is evident that local newspapers apply various forms of page layout. Using illustrations, explain any **FIVE** common ones. **(10 marks)**
- b) Suppose a tabloid newspaper in Mombasa region is looking for a design editor and you are seeking to take the position. Advise the editorial team how they could improve their placement of ads, which is currently haphazard. **(10 marks)**

### QUESTION 5

- a) Explain **FIVE** types of news headlines with illustrations. **(10 marks)**
- b) Explain the work of a Revise Editor. **(4 marks)**
- c) Explain type width and then outline **FOUR** ways in which you could address the problem of grey effect that is brought about by condensing of text when designing pages. **(6 marks)**