TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 2304: NEWSPAPER EDITING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES:

TIME: 2HOURS

DATE: Pick Date May2016

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Question ONE

(a) Define the following terms:
(i)	Initial letter treatment	(2 marks)
(ii)	Caption	(2 marks)
(iii)	Attribution	(2 marks)
(iv)	Topic based run heads	(2 marks)
(v)	Running head	(2 marks)

(b) (i) Describe a kicker and its purpose.   (5 marks)
(ii) A poster page differs from editorial page. Explain.   (5 marks)
(iii)Capital headlines differs from lower case letters. In what respects?   (5 marks)
(iv)Spaces between letters and words is measured in points, picas, ems, ens and quads. Briefly explain each.   (5 marks)

Question TWO

Sheetwork is the basis of page, signature and its variants planning. Discuss and give relevant examples. (20 marks)

Question THREE

Corner marks, registration marks and trim marks define the space, the publication occupies and how it is printed. Describe how the cornermarks achieve this. And give examples   (20 marks)

Question FOUR

Editing process involves usage of proof readers marks. Identify ten and how they are used in typed script of a reporter.   (20 marks)

Question FIVE

Running heads, mast heads and graphics are used to identify a newspaper. Discuss and give relevant examples. (20 marks)