



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION II

MC 383: EDITING SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** and **B**.
- Section **A** is Compulsory (**40 marks**)
- Answer **THREE** questions in Section **B**. (**30 marks**)

SECTION A (Compulsory)

QUESTION 1

Discuss the following words in language usage.

- a) Simplicity **(5 marks)**
- b) Circumlocution **(5 marks)**
- c) Abbreviation **(5 marks)**
- d) Punctuation **(5 marks)**

QUESTION 2

List and explain the basic elements useful in laying out a page. **(20 marks)**

SECTION B (Answer any **THREE questions **10 marks each**)**

QUESTION 3

Describe what you understand by the phrase “Good Picture Story” and expound on the factors to consider in creating one. **(10 marks)**

QUESTION 4

State and explain the main points to bear in mind when punctuating headlines. **(10 marks)**

QUESTION 5

List and briefly explain the basic reporting techniques that copy editors must remind themselves of, when editing a story. **(10 marks)**

QUESTION 6

Draw a chart to explain the copy desk arrangement at your local newspaper. **(10 marks)**