



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMR /DMP 4)

MC 417: EDITING SKILLS

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- Answer **ALL** questions in Section **A** and any other **THREE** in Section **B**.

SECTION A (Answer **ALL** questions)

1. Discuss the following words in language usage.
 - (i) Clichés (give at least **FOUR** examples) **(5 marks)**
 - (ii) Circumlocutions (give at least **FOUR** examples). **(5 marks)**
 - (iii) Abbreviation (Give examples).
 - (iv) Punctuation (Give examples).
2. Discuss the relationships and differences in job duties performed by, assigning editors. Slot editors and copy editors. **(20 marks)**

SECTION B (Answer any **THREE** questions)

3. List and discuss with examples the headline writing guidelines. **(10 marks)**
4. List and briefly explain the basic reporting techniques that copy editors must remind themselves of when editing a story. **(10 marks)**
5. The key to fusing words pictures is to write, not merely about, a picture or a series of pictures. Discuss the other keys goals in producing well written captions? **(10 marks)**
6. Draw a chart to explain the copy desk arrangement at your local newspaper. **(10 marks)**