



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

(DMR 5 DMP 5)

EDITING SKILLS

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **EIGHT** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 What are the steps involved in editing pictures? (20 marks)
- Q.2 As a sub-editor, explain the action you would take in checking sources during the editing process. (20 marks)
- Q.3 Discuss the relationships of, and explain the differences in job duties performed by, assigning editors, slot editors and copy editors. (5 marks)
- Q.4 Discuss the issues to be considered in establishing the shape of headlines. Use examples to support your answer. (20 marks)
- Q.5 Explain the various attributes of a good picture. (20 marks)
- Q.6 Modern editors combine at least six basic design elements to lay out pages. List and explain them. (20 marks)
- Q.7 Discuss the following words in language usage. (20 marks)
- (a) Simplicity
 - (b) Circumlocution
 - (c) Abbreviation
 - (d) Punctuation.
- Q.8 Explain using examples the following two components that define headlines:
- (a) Character counts (10 marks)
 - (b) House style conformity (10 marks)