



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION (PRINT)

(DMP 5)

NEWSPAPER AND MAGAZINE PRODUCTION

MODULE III FINAL EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SIX** questions.
2. Answer question **ONE** and any other **TWO** questions.
3. All questions carry equal marks.
4. Cheating will lead to automatic disqualification.

Question **ONE** is compulsory.

- Q.1 Sketch and name the following parts of the paper represented in the four pages of a supplied 4 page part of a local newspaper explaining the functions of each. (30 marks)
- Q.2 With the help of a diagram show how the point size of type is measured with capitals and lower case combination including the top most and the lowest placed letters in a typical composition grid with set solid and leading composition. (20 marks)
- Q.3 Pictures have a role in composing sheet work pages for newspapers or magazine production. With the help of a diagram show a picture is conceived and produced in a local newspaper until it reaches the reader in his/her office. (20 marks)
- Q.4 Newspaper production is a complex process. Describe the process of newspaper from the time the audience is conceived to the time it reaches him/her in the officer house showing how adverts, pictures, spot colour illustrations are incorporated. (20 marks)
- Q.5 With the help of the paper provided create a sixteen page dummy for artwork layout purposes with each folio named and paged up with page heads and quickly sketched. (20 marks)