



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

BMC 2304: NEWSPAPERS EDITING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question One

- a. Define the following terms
 - i. Grammatical text editing (2marks)
 - ii. Page design (2 marks)
 - iii. Gutter space (2marks)
 - iv. Space- reversed (2 marks)
 - v. Page head (2marks)

- b.
 - i) You creating a page. State five things you will have to provide for a normal newspaper to appear relevant. (5 marks).
 - ii) Graphics are essential in publication design. Why? (5marks).

- iii) Display text is of outer most importance in publication design, support this preparation with all example Daily papers. (5marks).
- iv) Content editing starts from editor's briefing to a reporter and the photographer. How? (5 marks).

Question Two

The 5W's and H are essential for editorial story construction. State how they are used in news first paragraph. (20marks).

Question Three

Briefly discuss eight principles of design application in page design. (20 marks).

Question Four

News have to be evaluated before effective communication can be assumed. Why? (20 marks).

Question Five

Explain four parts of a newspaper that forms the dummy. (20marks).

