



## TECHNICAL UNIVERSITY OF MOMBASA

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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.**

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### **Question One**

a) Define the following terms

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|----------------------|------------|
| i. Editing           | (2 marks). |
| ii. Page composition | (2 marks)  |
| iii. Sheet work      | (2 marks). |
| iv. Abbreviations    | (2 marks)  |
| v. Layout design     | (2 marks)  |

**b)**

- |  |            |
|--|------------|
| i) Explain briefly the content editing process.  | (5 marks). |
| ii) Explain the process of binding in saddlestitch from print. (5 marks)   |            |
| iii) Regular cropping and outline cropping are necessary in publication design. Support this statement including outline cropping. | (5 Marks)  |

iv) Printing process vary with quality of print required.Explain this briefly.  
(5 marks)

**Question Two**

In editing, various processes are involved. Explain the main three.  
(20 marks)

**Question Three**

Contact prints are selected from various shots taken. Explain the next actions until the picture is printed as a publication.  
(20 marks)

**Question Four**

State the elements of design of a page with their details showing the terminal and the content marks of sheet work.  
(20 marks)

**Question Five**

Explain briefly the following form of binding: saddle stitch, perfected binding, side stitch binding, hard spine bind and case binding.  
(20 marks).