



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

BMC 4301: EDITING SKILLS FOR MULTI MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: 2 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. Answer Question One and any other TWO questions.

Do not write on the question paper.

1. (i) Examine any four considerations that an Editor has to make in news and feature story
(4 Marks)
- (ii) Identify any six qualities of good sub editor
(6 Marks)
- (iii) Newspapers the world over have established mechanisms in which editors are supposed to accommodate late news and breaking stories. Explain any four such mechanisms.
(4 Marks)
- (iv) Discuss any four roles of a headline in a newspaper.
(4 Marks)
- (v) Explain any six purposes of design in a newspaper
(6 marks)

(vi) Discuss any six considerations in placing designing advertisements on a newspaper page. **(6 Marks)**

Section B: ANSWER ANY TWO QUESTIONS IN THIS SECTION

2. (i) Identify and explain the design of the attached front page of a newspaper. **(5 Marks)**
- (ii) With illustrations discuss any other two front page newspaper designs. **(15 Marks)**
3. The following story excerpts were picked from stories that were sent to a newsroom for editing.
- a. TWENTY people were feared dead last evening after a storey building collapsed at Nairobi's Huruma estate following heavy rains.
At the time of going to press search and rescue efforts were underway...
- b. The Government yesterday launched Mombasa port expansion project that is set to raise the container handling capacity by 40 per cent.
In a ground breaking ceremony , Transport CS Peter Macharia said the Kshs 10 billion project will make the port to be second biggest in the region after the port of Durban in South Africa.
- c. The Opposition coalition CORD has said they will boycott the next general elections if the government rejects their calls for changes at the IEBC.
They want the current team be sent home and new commissioners nominated by political parties....
- d. THE High Court in Mombasa has stopped the local county from evicting 200 families from a plot it proposes to become a new garbage dump site at Kisauni.
The judge said the residents have a right to occupy the land even though they lack titles.
- e. Mombasa Polytechnic University College (MPUC) has been elevated to a national technical university.
However the formalization of the new status has to await gazettelement of governing regulations by the Education CS Peter Matiang'i.
- (i) Write headlines for each of the news stories provided above. **(10 Marks)**

(ii) Justify the need for headlines in a newspaper or magazine. **(10 Marks)**

4. Rewrite the following articles to reflect the principle of newsworthiness in them. **(10 Marks)**

- a. The Technical University of Mombasa Student Senate met Wednesday. Several agenda items were discussed. A motion was made to approve the minutes of the last meeting, and unanimously approved. Student Senator Davis Mwakazi made a motion to increase student fees by 10 percent to support staff travel. The motion was approved unanimously.
- b. Do you know how much it will cost to renovate the Mama Ngina drive? That's the question considered Monday by the County Assembly of Mombasa. Based on contractor estimates, Kshs 100,000,000 will be required to renovate the much loved recreation center.
- c. "My goal is to spend my money now. I'm not planning to leave an inheritance to my daughters. "That's how 60-year-old Cynthia Harris explains her decision to spend every last dime on herself after retiring. Harris' approach reflects that of today's Baby Boomer generation, according to a survey of millionaires between the ages of 50 and 70: fewer than half believe it is important to leave an inheritance.
- d. A program to improve first-year student success has been launched at Technical University of Mombasa. The programme involves the launch of a voluntary series workshops that have the goal of increasing student retention as well as performance in general studies classes.

5. The publishers, editors and a writer in City News, a leading newspaper in Mombasa have been sued by a prominent newsmaker for publishing a false and malicious story was picked from a leading blog and which he claims invaded his privacy. Based on your knowledge of the work of an editor examine the five issues raised by the claim and how an editor can address them.

(20 Marks)

