



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA STUDIES

DIPLOMA IN MASS COMMUNICATION (RADIO & PRINT)

(DMR 5 DMP 5)

EDITING SKILLS

END OF SEMESTER EXAMS

SERIES: APRIL, 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 Explain the role of a sub editor in a news room. (20 marks)
- Q.2 Explain the factors to be considered in writing headlines. Use examples to support your answer. (20 marks)
- Q.3 Explain the following terms involved in sentence and paragraph construction. Use examples.
- (a) Clichés (5 marks)
 - (b) Yogue words (5 marks)
 - (c) House style (5 marks)
 - (d) Journalese (5 marks)
- Q.4 List and explain the variety of design elements that contribute to headline typography. (20 marks)
- Q.5 Write notes on the following:
- (a) Headline punctuation (2 marks)
 - (b) Word accuracy (3 marks)
 - (c) Functions of a headline (3 marks)
 - (d) Marking copy (2 marks)
- Q.6 List and attribute meanings to 10 main editing symbols. (20 marks)
- Q.7 Name and explain the various sources of pictures for newspaper pages. (20 marks)
- Q.8 (a) With the aid of a diagram, explain the command desk system of editorial production. (10 marks)
- (b) What do you understand by the phrase “legal traps” in sub-editing? (10 marks)