



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 2211: NEWSPAPER EDITING & DESIGN
END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2 HOURS

DATE: Pick Date Aug 2019

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 1 – [Compulsory]

- a) Define (10 marks)
- i. Newspaper design
 - ii. Pica
 - iii. Tabloid
 - iv. Typography
 - v. Bottom strip
- b) Explain the mathematical relationship between Pica, Points and Inch. (5 marks)

c) Improve these sentences by finding stronger words: (5 marks)

- i. The club was on the lookout for more members.
- ii. The consensus of opinion among participants in the workshop was that formal classes in sex education were a necessity for high school students.
- iii. Another practice the radio station allegedly engaged in was to bill customers twice for the same advertisements.
- iv. Speaking of the plan, the minister said what it would do would be to give the elderly more protection against the problem of inflation.
- v. Financial problems were listed as one of the reasons why the city has decided to abandon its plans to expand the school.

d) Rewrite these sentences to remove the negative expression: (5 marks)

- i) The politician did not pay attention to the electorate's concerns.
- ii) It has not stopped raining for the past six days.
- iii) The refugees were not allowed any food during their 20-day ordeal.
- iv) Many critics regarded Bloggs as not generous with his employees.
- v) All six members of the records department were not retained after a review by their employer, Sir Horace Hobknob.

e) Each of these sentences contains an error or superfluous word. Correct them or delete the unnecessary word: (5 marks)

- (i) The Minister's spokesman categorically denied the accusation.
- (ii) Your going to miss out on prizes if you fail.
- (iii) Biggles is going to fly solo on his own in a Meteor.
- (iv) A hoard of Rangers' fans overwhelmed police.
- (v) A military team is attempting to cross the Sahara desert on foot.

QUESTION 2

- (a) Explain FIVE forms of page organization. Use sketches to illustrate. (15 marks)
- (b) Outline FIVE guidelines for the placing of advertisements in a newspaper. (5 marks)

QUESTION 3

- a. Explain the work of any TWO of the following editors in a newspaper organization:
 - i) Chief Sub Editor
 - ii) Production Editor
 - iii) Copy Taster

(12 marks)

- b. Outline EIGHT qualities of a good Sub Editor. (8 marks)

QUESTION 4

- (a) Outline TEN guidelines for writing headlines. (10 marks)
- (b) The following headlines have been written by amateurs; improve them. You may reduce the number of words if necessary: (10 marks)
- i) Earthquake in Peru; thousands feared dead
 - ii) Sahara desert hit by freak storm
 - iii) WHO shows major concern at increase in Ebola cases: sponsors special task force
 - iv) Killer policeman to face murder and rape charges
 - v) Poll gives opposition 25% lead over government in upcoming election.

QUESTION 5

- (i) Discuss FIVE principles of design. (10 marks)
- (ii) Explain the difference between “Letterpress” and “Lithographic” printing processes. (10 marks)