



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 Sep 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) Re-write the attached news story into typical newspaper style. (25 marks)
- b) Craft an appropriate news headline for it. (5 marks)

QUESTION 2

You've come across an advertisement by a local newspaper announcing the vacancy of a Sub Editor's position and an applicant is required to do a write-up about him/herself in 250 words demonstrating suitability for the position. Justify you are the best candidate for the position, accordingly.

(20 marks)

QUESTION 3

- a) Explain how the following typographical elements are measured using illustrations as needed:
 - i. Type size (7 marks)
 - ii. Type width (7 marks)
- b) Explain 'grey effect' problem and how you can overcome it. (6 marks)

QUESTION 4

- a) Discuss SIX principles of Newspaper Design giving clear examples. (10 marks)
- b) Outline FIVE functions of pictures in newspapers and magazines. (5 marks)
- c) Explain the role of a dummy in newspaper production. (5 marks)

QUESTION 5

- a. Outline the tasks of an Editor in Chief in a newspaper organization. (7 marks)
- b. Draw a flowchart showing the newspaper production process and the key individuals involved in the entire process. (9 marks)
- c. Briefly explain the impact of modern ICT on the newspaper as a product. (4 marks)

ATTACHMENT FOR QUESTION 1

Place: Mombasa

Date Today

Subject: Mv Noah

- A small ship Mv Noah seized off the Kenya's south coast.
- Had crew of nine people including the Captain.
- Was heading to Tanzania at 7pm yesterday.
- Kenya Navy personnel got suspicious when the vessel appeared to change direction.
- Had initially headed toward Mombasa port then started heading southward.
- The Navy personnel seized it using a military vessel and speed boats.
- Search on board discovered huge consignment of narcotics drug namely heroin.
- The illicit cargo was concealed in sachets labelled chocolate.
- The drug weighed 800 kilos.
- The illegal consignment highest to be netted in 3 years.
- In 2013 another vessel was netted carrying narcotics. It was bombed and sank by the government under the watch of the President.
- The Mv Noah crew are Baghladeshi (4 people), Sri Lankans (3 people), and the rest are South Africans.
- Military spokesman Col Basil Ogot said the crew had been handed over to police for prosecution.
- Police estimated street value of the drug at about Kshs 40 million.
- Col Basil Ogot could not rule out the possible destruction of the vessel after investigations are complete.
- The vessel put under 24-hour guard at Kilindi port.
- Police looking for translators since some crew cannot speak coherent English.
- Entire crew locked up at port police.
- Information on where vessel was coming from still scanty.
- Unconfirmed sources said it was from Yemen.
- Other cargo on board included electronic goods and milk powder.