



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

Type program name

HMC 1108: PUBLICATION AND EDITING SKILLS

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: AUGUST2017

TIME: 2HOURS

DATE: Pick Date Sep2017

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

- a. Define
 - i. Newspaper (2 marks)
 - ii. Magazine (2 marks)
 - iii. Dummy (2 marks)
 - iv. Lithography (2 marks)
 - v. Caption (2 marks)
- b. Outline SIX purposes of editing. (6 marks)

- c. Outline SIX characteristics of a scholarly journal. (7 marks)
- d. Explain THREE main reasons why you need to conduct audience research before you launch a publication. (5 marks)
- e. Outline the key components of a full-colour process. (2 marks)

QUESTION 2

Edit various grammatical errors and misspellings and passive voice in the following sentences:

- a) You will have to mark there centre forehead very closely.
- b) If your going to make the first team you will need to improve your finesse.
- c) Irregardless of what you think grammer is important.
- d) In amateur plays you have to except it will be alright on the night.
- e) Last year has been a personnel development for my wife and I.
- f) Neither the men or women teniss players were fit.
- g) I'm anxious to see my fiends.
- h) Dont horde your money under a flee-ridden mattress.
- i) Her Royal Highness the Queen visited Mount Kilimanjaro.
- j) Use an ante bacterial shampoo; its' far better.

(20 marks)

QUESTION 3

- a. Explain any TWO of the following printing processes:
 - i. Letterpress printing process (6 marks)
 - ii. Lithographic printing process (6 marks)
 - iii. Photogravure printing process (6 marks)
- b. Explain the advantages of computerized production process for newspapers and other magazines. (8 marks)

QUESTION 4

- a) Sketch image of a book and name its main parts. (6 marks)

- b) Explain the difference between saddle stitching and perfect binding. (4 marks)
- c) Giving examples explain FIVE factors to consider when starting a new publication. (10 marks)

QUESTION 5

a. Edit the following sets of sentences by combining each set into a single sentence :

- i) Kenya is a developing country. Its economy is one of the fastest growing in African region. (2 marks)
- ii) Kenyan soccer star Ronald Mariga is coming to the country this week. He will represent Kenya in African Winners' Cup series starting next week. (3 marks)
- iii) TUM is the only university headquartered in Mombasa County. It has over 12,000 students. It is now starting a school of Medicine. This adds to its existing three schools that include humanities, engineering and business. (4 marks)
- iv) God gives us our relatives. We choose our own friends. (2 marks)
- v) Quite many people failed to register as voters. They have forfeited their democratic right to chart the political destiny of their country in the next five years. (3 marks)

b. Create a short news story using the following facts: (6 marks)

- accident
- Where: Makupa Causeway.
- matatu hit a lorry
- had 11 passengers on board.
- three passengers seriously injured.
- admitted at Coast General hospital.
- accident occurred today at 8 am.