



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS II)

BMC 1109: INTRODUCTION TO EDITING SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.

– Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following terms as used in Newspaper production:
- i) Publisher (2 marks)
 - ii) Caption (2 marks)
 - iii) Cropping (2 marks)
 - iv) Objectivity (2 marks)
 - v) Novelty (2 marks)
- b) Explain why editors consider type size in headline writing. (5 marks)
- c) Identify **FIVE** qualities of a good copy-editor. (5 marks)
- d) Mention **FIVE** importance of using photos in Newspaper production. (5 marks)
- e) Identify **FIVE** ethical consideration when covering a news story. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Write shorter headline words for the following:
- i) Agreement (2 marks)
 - ii) Prevent (2 marks)
 - iii) Schedule (2 marks)
 - iv) Decline (2 marks)
 - v) Criticize (2 marks)
 - vi) Advocate (2 marks)
- b) Explain any **FOUR** reasons why journalist should study editing skills. (8 marks)

QUESTION 3

- a) Briefly discuss criteria for selection of photos in Newspaper publication. (10 marks)
- b) Explain **FIVE** importance of attribution in a Newstory. (10 marks)

QUESTION 4

- a) Briefly describe **FIVE** factors to consider in headline writing. (10 marks)
- b) Explain any **FIVE** news values. (10 marks)