



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION (BJMC)

HMC 4301: EDITING SKILLS FOR MULTIMEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

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.

SECTION A {ALL QUESTIONS ARE COMPULSORY}

Question ONE

- a) Outline any FIVE areas where a subeditor can work (5marks)
- b) Identity any FIVE tasks that a subeditor performs (5marks)
- c) Explain any FIVE purposes of design (5 marks)
- d) Describe any FOUR methods of accommodating late news (5marks)
- e) Outline Any FIVE characteristics of a good headline (5marks)
- f) Briefly state any Five roles of a news editor (5marks)

SECTION B

Question TWO

You are the new Sub Editor of Campus News, a magazine that publishes stories within TUM and its environs. Giving relevant examples, advise a prospective advertiser who wants you to publish their advert in the magazine. (20 Marks)

Question THREE

Making reference to the Kenyan newspaper industry critically examine the various forms of newspaper front page designs. **(20 Marks)**

Question FOUR

Explain any five purposes of headlines (10 Marks)

Discuss any five considerations while writing headlines (10 Marks)

Question FIVE

Discuss any FIVE defenses of libel (20 Marks)