



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

CERTIFICATE IN MASS COMMUNICATION

HMC 1108 : PUBLICATION AND EDITING SKILLS

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 **FOUR** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE (30 Marks)

a) Define the following terms as used in publication and editing:

- i. Editing (3 marks)
- ii. Proofreading (3 marks)
- iii. House Style (3 marks)
- iv. Copy (3 marks)
- v. Headline (3 marks)

b) Discuss THREE ways effective editing enhances the quality of a publication. Provide examples. (9 marks)

c) Outline FIVE responsibilities of an editor in the publication process. (6 marks)

Question TWO (20 Marks)

a) Define editing symbols and discuss their significance in the editing process. Provide examples of THREE common symbols and their meanings. (10 marks)

b) Explain the key steps involved in preparing a copy for publication. (10 marks)

Question THREE (20 Marks)

- a) Discuss the importance of crafting effective headlines and outline THREE techniques for creating captivating headlines. (10 marks)
- b) Identify and explain FOUR elements of a well-written article. (10 marks)

Question FOUR (20 Marks)

- a) Explain the importance of visuals in enhancing publications. Provide examples. (10 marks)
- b) Describe the process of sourcing, editing, and attributing photographs for publications. Why is attribution essential? (10 marks)

Question FIVE (20 Marks)

- a) Discuss TWO ethical considerations editors must observe during the publication process. (10 marks)
- b) Identify and explain TWO legal issues that can arise in publishing. Provide relevant examples. (10 marks)