



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 AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: AUGUST 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.

QUESTION ONE

- a) Define the following terms.
 - i. Double decked heading. (2mks)
 - ii. Master Head. (2mks)
 - iii. Kicket. (2mks)
 - iv. Signature. (2mks)
 - v. Side stitch binding. (2mks)

- b) Differentiate between picas and points typographical measurements. (5mks)
- c) Distinguish between theme based and county-based run heads. (5mks)
- d) Outline visuals used magazines production. (5mks)
- e) Derive sizes A from the standard size of A.(5mks)
- f) Differentiate a broadside and 1/16 of a signature. (5mks)

QUESTION TWO

- a) A 77-page publication of 32-page signature and its variants is to be produce. Create mimetic dummy. (10mks)
- b) State and briefly describe layout process of sheet work. (20mks)

QUESTION THREE

Discuss five forms of printing used in newspaper printing. (20mks)

QUESTION FOUR

Describe:

- a) Five forms of binding. (10mks)
- b) Five forms of print finishing. (10mks)

QUESTION FIVE

Discuss the elements of page composition in a newspaper page with eight specific headings and their necessity in newspaper production. (20mks)