



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 editing:
- i) Slander (2 marks)
 - ii) Libel (2 marks)
 - iii) Fact checking (2 marks)
 - iv) Cutline (2 marks)
 - v) Publishing (2 marks)
- b) Identify **FIVE** sources of pictures. (5 marks)
- c) Mention **FIVE** functions of photography's in preparing a news story for publication. (5 marks)
- d) Identify **FIVE** special photo techniques that can make photos work effectively in layouts. (5 marks)
- e) Identify **FIVE** roles of a copy editor. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Discuss **FIVE** factors to consider in headline writing. (10 marks)
- b) Write shorter headline words for the following:
- i) Destiny (2 marks)
 - ii) Victory (2 marks)
 - iii) Tight (2 marks)
 - iv) Movie (2 marks)
 - v) Decision (2 marks)

QUESTION 3

- a) Explain **FIVE** attributes of a good photo. (10 marks)
- b) Briefly Discuss **FIVE** factors for selection of photos for publication. (10 marks)

QUESTION 4

- a) Explain why it is crucial for an aspiring journalist to study editing skills. (10 marks)
- b) Explain the following stages in preparing a photo for a newspaper layout:
- i) Cropping
 - ii) Sizing
 - iii) Caption writing (10 marks)