



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2215: NEWSPAPER PRODUCTION

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain:
- i) Page layout (2 marks)
 - ii) SOLAS (2 marks)
 - iii) Bar sport (2 marks)
 - iv) Superimposing (2 marks)
 - v) Modified poster (2 marks)
- b) Explain the importance of working with a dummy. (8 marks)
- c) Explain the role of news headlines in a newspaper. (10 marks)
- d) Define 'Tabloid'. (2 marks)

SECTION B (Attempt Any TWO Questions)

QUESTION 2

- a) Discuss the role of a Chief Sub Editor. (10 marks)
- b) Explain to a beginner the flow of a newstory from the point the reporter writes it to the point the reader reads it on the morning newspaper. (10 marks)

QUESTION 3

- a) It is evident that local newspapers apply various forms of page layout. Using illustrations, explain any **FIVE** commonest ones. (10 marks)
- b) Discuss the guidelines for ads placement on a tabloid paper like the Daily Nation. (10 marks)

QUESTION 4

- a) Explain **FIVE** types of news headlines with illustrations. (10 marks)
- b) Explain the role of the following punctuations in headlines:
- i) The colon (2 marks)
 - ii) The comma (2 marks)
- c) State **SIX** elements of design. (6 marks)

QUESTION 5

- a) Explain the role of Revise Editor. (5 marks)
- b) Outline the guidelines for headline writing. (10 marks)

c) Briefly discuss the qualities of a good news picture.

(5 marks)