



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1118: PUBLICATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Define:
- i) Scholarly journal (2 marks)
 - ii) Tabloid (2 marks)
 - iii) Spike (2 marks)
 - iv) Rejig (2 marks)
 - v) The Leader (2 marks)
- b) Outline **FIVE** characteristics of a magazine. (10 marks)
- c) Explain **THREE** functions of a Newsletter. (6 marks)
- d) Distinguish between “News” and “opinion”. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) State **EIGHT** elements that your publication concept must address. (8 marks)
- b) Explain why it is important to write down the concept. (8 marks)
- c) Suggest **FOUR** key aspects of the audience you would research on when planning for a publication. (4 marks)

QUESTION 3

- a) State **FOUR** main methods you can use to gather information for your publication. (4 marks)
- b) Outline how you can apply **Bill Blundell’s Story Blocks** to gather information about a famine situation in Garissa County. (16 marks)

QUESTION 4

Write a hard news story using the following facts:

Scene : Nafuu Supermarket, Kenyatta Avenue Mombasa town

Date : Today

Time : 2.00 pm.

- Huge crowd watching helplessly as huge fire guts down shops
- Fire fighters try to put out the fire.
- Fire engines present include Mombasa Municipal Council’s KPA’s and Kenya Airports Authority’s
- Scene chaotic as police try to contain the crowd and prevent looting.
- Shops burnt include Nafuu supermarket, the largest department store in the town center.
- Nothing of value is salvaged from the supermarket. The director Mr. Ajay Shah said he heard an explosion and then saw huge cloud of smoke from the furniture section of the store

- Two customers and three workers of the supermarket injured, rushed to Coast General Hospital admitted
- Mombasa OCPD Mr Mlinzi Mwema said investigations had been launched.
- It took fire fighters one hour to extinguish the fire.
- Besides the fire supermarket, six neighbouring shops also destroyed
- No death reported.

QUESTION 5

- a) Explain photogravure printing process. **(6 marks)**
- b) List **TEN** things you will check when editing your publication. **(10 marks)**
- c) Outline **FOUR** purposes of pictures in your publication. **(4 marks)**