



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2215: NEWSPAPER EDITING AND DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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 the following terms:
- i) Typography (2marks)
 - ii) Dummy (2marks)
 - iii) Layout (2marks)
 - iv) SOLAS (2marks)
 - v) Modified poster page (2marks)
- b) State FIVE purpose of a Dummy. (5marks)
- c) Outline the tasks of the Editor-in-chief. (5marks)
- d) Name the FIVE races of type. (5marks)
- e) Outline any FIVE guidelines on advertisement placement. (5marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Edit the article provided for typographical grammatical and language errors. (16 marks)
- b) Craft an appropriate news headline for it. (4marks)

QUESTION 3

Suppose a local daily has placed an advert for the position of sub-editors for the sports and entertainment columns.

Write a short story of 400-500 words about yourself justifying your suitability for the job. (20marks)

QUESTION 4

- a) Explain FIVE types of news headlines with illustrations. (10marks)
- b) Highlight TEN guidelines on headline writing. (10marks)

QUESTION 5

- a) Outline the tasks of the following editorial executives:
- i) Managing Editor (5 marks)
 - ii) Copy Taster (5marks)
- b) Discuss any FIVE principles of Design. (10marks)