



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1110: INTRODUCTION TO EDITING

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

Explain the following terms as used in photoedify

- i) Sizing
(2marks)
- ii) Cropping
(2marks)
- iii) Caption
(2marks)
- iv) Duetons
(2marks)
- v) Photo essay
(2marks)

b) Identify five stages of editing in a newspaper production organization. **(5marks)**

c) Find shorter headline words for the following.

- i) Victory
(1marks)
- ii) Destroy
(1marks)
- iii) child
Small **(1mark)**
- iv) Promise
(1mark)
- v) Change
(1mark)
- vi) Advocate
(1mark)
- vii) Resign
(1mark)
- viii) Question
(1mark)
- ix) CAPTURE
(1mark)
- x) Movie
(1mark)

d) Identify five sources of pictures in newspaper production. **(5marks)**

SECTION B Attempt Any two questions in this section

QUESTION 2

- i) Explain why Editors would prefer the use of photographs in Newspaper philosophy.
(10marks)
- ii) Identify and explain FIVE criteria when selecting photos for publication.
(10marks)

QUESTION 3

Explain why type size should be considered in writing headline.

(5marks)

- i) Explain FIVE qualities of a Good formulated headline.
(10marks)
- ii) Explain how punctuations are handled in explain how punctuations are handled in headline writing.

(5marks)

QUESTION 4

- i) Explain Reasons as to why an aspiring journalist should be equipped with editing skills.

(10marks)

- ii) Explain five qualities that one must have to be a Good copy editor .

(10marks)