



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

[A Constituent College of JKUAT]

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN
DIPLOMA IN MASS COMMUNICATION (DMP 4)
YR II, SEM II

BMC 2214: EDITING SKILLS
END OF SEMESTER EXAMINATION

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

Answer **FOUR** questions. Question **ONE** is compulsory, choose any other **FOUR** questions from section B
Maximum marks for each part of a question are clearly shown
This paper consist of **THREE** printed pages

SECTION A

Question 1 (Compulsory)

- a) Using any of the following scenarios, write out **THREE** types of leads for a feature story. (15 marks)
- (i) A feature story on the chairperson of the media department at the Mombasa Polytechnic University College, Madam J. T. Kivihya.
 - (ii) A feature story on promiscuous sex among students in Kenya's public universities.
- b) Outline any **FIVE** qualities of a good copy editor (5 marks)
- c) Discuss **FIVE** ethical and legal issues related to editing any form of literature (10 marks)

SECTION B (Attempt any Four Questions)

Question 2

State any **FIVE** elements to consider when selecting pictures for publication (10 marks)

Question 3

Without considering the count, explain why each of the following headlines is poor. (10 marks)

- (i) Kidnap victims tries to identify captors.
- (ii) Inmate escaped from prison farm.
- (iii) Fair manager tells plans for fair.
- (iv) Beat grandmother, three children.
- (v) School board plans to study admission policy.

Question 4

Pick the correct word in brackets to complete below sentences (10 marks)

- (i) She ordered new (stationary, stationery) for the company
- (ii) I (know, now) where he is hiding.
- (iii) She wore a (sheer, shear) blouse.
- (iv) These are the ten (tenants, tenets) of nation building.
- (v) The recipe called for three egg (yokes, yolks).
- (vi) He had contracted a (viral, virile) disease.
- (vii) Unexpected expenses will (wreak, wreck) havoc on my budget.
- (viii) She has always been a (tackful, tactful) person.
- (ix) Police erected a (stationary, stationery) barrier.
- (x) The (era, error) could have been avoided with careful copy editing.

Question 5

Rewrite the sentences below correctly.

(10 marks)

- (i) Combine together all the data you collect from your research
- (ii) It might possibly be too late for him to travel.
- (iii) Mrs. Maweni was appointed to the position of Permanent Secretary, Ministry of Communication.
- (iv) The eye witness gave an account of the accident
- (v) In order to get a PhD scholarship, one must show keen interest in researching a relevant field.
- (vi) He traveled with the train from Nairobi.
- (vii) The office is open on the morning at Saturday.
- (viii) He was angry at me because I said him to be wrong.
- (ix) You neither work at school or at your house.
- (x) I can't understand because he don't speak clear.

Question 6

- a) Define a 'dead head'. (2 marks)
- b) Distinguish between video and print editing. (4 marks)
- c) Discuss any **FOUR** elements to consider when determining the newsworthiness of any story. (4 marks)