



(*Knowledge for Development*)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: JMC 313

COURSE TITLE: PROFESSIONAL EDITING FOR PRINT

DATE: 12TH JUNE, 2021

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Explain any **three** functions of editing. (6 marks)
- b) Discuss in detail any **three** principles of good news editing. (9 marks)
- c) Using illustrations, discuss the following: (9 marks)
 - (i) Editorial policy
 - (ii) Judgement
 - (iii) Style-sheet
- d) Explain **three** ways an editor can observe ethics at work. (6 marks)

QUESTION TWO (20 MARKS)

- a) Explain any three types of newspaper layout (6 marks).
- b) Using clear illustrations, discuss the challenges an editor goes through while executing his/her duty (14 marks).

QUESTION THREE (20 MARKS)

As the editor of a local newspaper, you receive the following news report from one of your reporters:

Bungoma, Aug 21: Two-wheeler thefts have been rising very much during the past one month. The Bungoma Police conducted vehicle checks drive in many places in the town on Sunday.

- a) Explain any four factors the editor ought to consider when editing the above. (12 marks)
- b) Rewrite the story so that it is ready for publication. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Explain any three sources of photographs for the editor. (6 marks)
- b) Examine the factors an editor should consider when selecting photos for publication. (14 marks)

QUESTION FIVE (20 MARKS)

As the editor of your local newspaper, write about the advice you would give to an intern who has requested for mentorship from you. Use the following headings the intern finds troublesome:

- a) Headlines (5 marks)
- b) Captions (5 marks)
- c) Types of captions (5 marks)
- d) Photo manipulation (5 marks)