



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2019/2020 ACADEMIC YEAR  
FOUR YEAR SECOND SEMESTER**

**SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMC 419**

**COURSE TITLE: ADVANCED EDITING**

**DATE: 21<sup>ST</sup> JANUARY, 2022**

**TIME: 8.00 - 10.00AM**

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### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

**TIME: 2 Hours**

*This Paper Consists of 3 Printed Pages. Please Turn Over. ►*

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

**QUESTION ONE – COMPULSORY (30 MARKS)**

- a) Define the term editing in reference to a newsroom. (3 marks)
- b) Discuss TWO types of newsrooms that may exist in a media house. (4 marks)
- c) Briefly describe two types of newspapers that exist. (4 marks)
- d) Describe the concept of copy flow and what it aims to achieve. (5 marks)
- e) Highlight the two broad categories of a newspaper's contents. (4 marks)
- f) Discuss FIVE newspaper distribution and circulation strategies. (10 marks)

**QUESTION TWO (20 MARKS)**

- a) State and discuss the roles of at least FIVE departments that may be found in a print publication newsroom. (10 marks)
- b) Discuss FIVE job roles associated with a broadcast newsroom. (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Explain the FIVE stages of the newspaper production process. (10 marks)
- b) Discuss FIVE tips for writing good captions for photos in a newspaper. (10 marks)

**QUESTION FOUR (20 MARKS)**

- a) Discuss any FIVE principles of journalism and how they relate to editing. (10 marks)
- b) Explain FIVE ways of ensuring economy in writing. (10 marks)

**QUESTION FIVE (20 MARKS)**

- a) Describe at least FIVE qualities of a good editor. (10 marks)
- b) Discuss any FIVE rules or methods of ensuring effective design and layout of a newspaper. (10 marks)