



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
FOURTH YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMB 423

COURSE TITLE: ADVANCED EDITING

DATE: 22ND NOVEMBER, 2022

TIME: 2.00 - 4.00PM

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) Good editors are not just proofreaders; they require mastery of higher order editing skills. Enumerate the skills a good editor should possess. (10 marks)
- b) Background research about the individual and preparing question for the interview is key. Why is this skill necessary? (10 marks)
- c) Every competent writer learns to use focus cognitive writing processes to produce written composition. Discuss the following critical elements of the writing process. (20 marks)
- a) Planning
 - b) Organization
 - c) Drafting
 - d) Editing
 - e) Revising

QUESTION TWO (20 MARKS)

Allowing a story to exceed legal guidelines is a step across ethical boundaries. Why must all editors be aware of these kinds of issues of writing and editing?

QUESTION THREE (20 MARKS)

Digging up new story ideas is a spin on a writing prompt. How are story ideas generated by good writers?

QUESTION FOUR (20 MARKS)

Cut lines should always be as concise as possible. Explain the principle guideline on writing better news cut lines.