



MASENO UNIVERSITY

UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR SECOND SEMESTER EXAMINATIONS FOR THE DEGREE OF BACHELOR OF ARTS IN COMMUNICATION & MEDIA TECHNOLOGY WITH INFORMATION TECHNOLOGY (MAIN CAMPUS)

AMT 207: EDITING FOR PRINT MEDIA

Date: 24th July, 2013

Time: 8.30 – 10.30 a.m.

INSTRUCTIONS

- ◆ Answer Question ONE and any other TWO questions.



2ND YEAR 2ND SEMESTER.

AMT 207: EDITING FOR PRINT MEDIA

INSTRUCTIONS:

ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.

DURATION: TWO (2) HOURS

- 1 The attached is a section of an article in a credited journal. There is a saying that an editor has an extra eye. With this in mind, critically edit the article for publication. (30 Marks)
- 2 Explain the term readership. Identify five (5) characteristics of readers that a journalist needs to put into consideration before 'taking a pen for a ride'. (20 Marks)
- 3 Define the term editor; what are the three most crucial elements that an editor should consider when editing any work. What do these elements entail? (20Marks)
- 4 In designing publications, planning is crucial. What does planning stage entails and what are the choices at the sub editor's disposal when preparing a publication? (20 Marks)
- 5 Highlight the format of any News Paper publication giving the stages that should be considered and why? (20 Marks)
(20marks)