

RONGO UNIVERSITY EXAMINATIONS 2016/2017 ACADEMIC YEAR

COURSE CODE: CMM 311/LIN 313

COURSE TITLE: EDITING AND PUBLISHING SKILLS/THEORIES OF EDITING

Instructions: answer question one and any other three questions

Time: 3hours

1. (i) Describe in detail five types of editors and outline their responsibilities (15 marks)

(ii) using appropriate editing tools, please carefully edit the document provided below. (10 marks)
2. Explain any five qualities of a good editor (15 marks)
3. As an acquisition editor of a publishing firm, you have received an unsolicited manuscript from a *wannabee* writer, discuss with appropriate examples, the criteria you would use to assess the publicity of the manuscript (15 marks)
4. As an Editor in chief in a publishing firm that produces quarterly international Business Magazines, discuss any five House rules that will govern the handling of manuscripts in your organization (15marks)
5. (a) how can Libelous situation bring down a publishing institution (8 marks)

(b) What can editors do to protect their organization from Libelous suits? (7 Marks)