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# MASENO UNIVERSITY

## UNIVERSITY EXAMINATIONS 2012/2013

SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION AND MEDIA  
(CITY CAMPUS)

### ACM 811: PHOTOJOURNALISM

*Date: 1<sup>st</sup> August, 2013*

*Time: 2.00 – 5.00 p.m.*

INSTRUCTIONS:

- ♦ Answer Question ONE and any other TWO questions.



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ACM 811: PHOTOJOURNALISM

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**INSTRUCTIONS:**

Answer **Question 1** and any other Two Questions.

1. Discuss best practices that photojournalists should adhere to when shooting still photographs. (20 marks)
2. Digital manipulation of photographs is both ethical and unethical. Discuss. (20 marks)
3. Photo editing is useful in the design of newspapers and magazines. Discuss the need for photo editing in design and describe the stages involved in this procedure. (20 marks)
4. Discuss photography as a form of communication. (20 marks)
5. A photo editor's choice of photographs to be used in news media depends on their technical excellence and newsworthiness. Discuss key issues considered in each of these two areas of evaluating news media photographs. (20 marks)