



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2016/2017

**FIRST YEAR SECOND SEMESTER EXAMINATIONS FOR THE
DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY**

CITY CAMPUS

ADJM 0104: EDITING FOR PRINT MEDIA TECHNOLOGY

Date: 21st November, 2016

Time: 9.00 – 12.00 noon

INSTRUCTIONS:

- Answer question ONE (compulsory) and any other TWO questions.



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DIPLOMA IN COMMUNICATION AND MEDIA TECHNOLOGY

ADJM 0104: EDITING FOR PRINT MEDIA Duration: 2hrs

Answer three questions. Question one is compulsory. Duration: 2hrs

1. a) Explain the process of editing in print media. (5Marks)
b) Identify the functions of editing in print media. (10 Marks)
c) Describe the different types of editing in print media.(15 Marks)
2. Elaborate the qualities and responsibilities of a desk editor and sub editor.(20 Marks)
3. Using illustrations describe the different types of captions in print media. (20 Marks)
4. a) Explain the two functions of punctuation in Headlining.(4 Marks)
b) Describe four types of headline forms used in print media. (16 Marks)
5. a) Identify the seven key factors to consider when choosing typefaces to use in typography.(14 Marks)
b) Describe six functions of text breakers in typography. (6 Marks)