

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF MASTER
OF JOURNALISM AND MASS COMMUNICATION**

MJAC 813: ADVANCED EDITING AND PUBLISHING

STREAMS: MJAC

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 07/04/2021

8.30 A.M. – 11.30 A.M.

INSTRUCTIONS: Answer any THREE questions

1. Elaborate on the ethical considerations you would keep in mind as an editor of diverse types of media content. [20 marks]
2. Key editorial tasks include overseeing publication production including artwork, layout, computer typesetting and printing, all while ensuring adherence to deadline and budget requirements. Evaluate the impact of each of these tasks when a magazine is the final product. [20 marks]
3. (a) Contrast any two types of editings, highlighting the different skill sets that each one requires. [10 marks]
(b) Use the proper copy editing symbols to correct all the mechanical, spelling and style errors in the following sentences [10 marks]

During the 1990s, a nine year old girl in Eldoret won a trophy, 5000 shillings, and a trip to the state house.

Thomas James an employee of House of Manji in Industrial areas Nairobi has a Ph.D. in economics and will be here Mon, Tues & Wed.

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Prof. Rebecca Munyi of forty two Fifth Avenue works in the History Department and shares an office in Rm. 247 of the Humanities Bldg.

Afterwards, 7 persons, all Kenyan citizens, testified that the Kenya navy payed the Westing house corporation ksh 14,200,000 shillings

“The standard” reported Tue. That the suspect is white, in her 30’s, about 5 ft, 2 inches tall, and weighs about 50 kgs.

Only one media reported that the president of the National Rifle Assn. met with sixteen members of parliament on August 23, 2018

During the 1990’s, a parliamentary house committee estimated that the program would cost ksh 7 to ksh 8.4 billion shillings

The boy, age 7, had 42 cents and said his mother, the Treasurer, will attend the P.T.A meeting Nov. 28 if the rains subside.

It was an unusual phenomena. During the twentieth century, the odds were 9 to 1 that 80% of the members of parliament would be reelected to a 2nd term.

Moving backwards, the 14 yr old babysitter in Chuka Uni said goodbye, then picked up the bible and ran towards her room on Slaughter St.

4. ‘A picture is worth a thousand words (but only if it has a really good outline too)’. Evaluate this statement in relation to photo cropping and captioning [20 marks]
5. With the aid of examples, elaborate on the technical considerations you would make when working on layouts for newspapers and magazines. [20 marks]