

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 363: COPY EDITING

STREAMS: Y3S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 07/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- Answer three questions
- Question one is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A: 30 MARKS

1. a) Editing is an exercise in selection and judgment: what to put in and - just as important – what to leave out. Explain. (15 marks)
b) Using an illustration describe the various steps a copy flow in the newsroom as several personnel give it form before publication. (15 marks)

SECTION B: 40 MARKS)

2. Readers are looking for shortcuts that give them the information they want without them having to read through long passages of text. Suggest and explore five ways how this can be achieved in print media. (20 marks)
3. With billions of photographs being available widely all over the Cyberspace, it is not uncommon to see not only individuals, but also companies using other people's work for their own benefit. Do you find this acceptable? Argue for or against. (20 marks)

4. Frequently as a copy editor you will receive instructions to “tone down” a story, “clean it up” or brighten it”. Using relevant examples demonstrate how you would deal with such commands. (20 marks)
5. The internet has increased access to sources for checking facts, unfortunately, the internet has also increased access to dubious sources. Discuss. (20 marks)

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