

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0124: SUB-EDITING

STREAMS: DIP.

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

QUESTION ONE

- (a) Explain five types of headlines. (10 marks)
- (b) Demonstrate five factors to consider when selecting photographs for publication. (10marks)
- (c) Errors in a publication may make readers start disputing the accuracy of content of a publication as well. Explain five ways a sub-editor can eliminate these errors. (10 marks)

QUESTION TWO

A good subeditor is noted for skillful handling of language in a publication. Discuss five detailed ways in which this is correct. (20 marks)

QUESTION THREE

The correct choice of photographs will determine success of a publication. Discuss five detailed points. (20 marks)

QUESTION FOUR

A good publication carefully handles the appearance of text to appeal to readers. Discuss five detailed points. (20 marks)

QUESTION FIVE

Handling a running story is the hardest test for a sub-editor. Discuss five detailed reasons. (20 marks)

