

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0213: SUB-EDITING

STREAMS: DIP. DJMC

TIME: 2 HOURS

DAY/DATE: MONDAY 05/07/2021

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: 30 MARKS

1. (a) List and describe ten duties of a copy editor. (15 marks)
- (b) Editing is an emotional and intelligence confrontation between sub-editors and writers. Clarify. (15 marks)

SECTION B: 40 MARKS

2. The desire among editors and readers for economy of language has produced some tight, fast paced writing in today's newspapers. Evaluate this statement. (20 marks)
3. Readers are looking for shortcuts that give them the information they want without their having to read through long passages of text. Suggest and explore five (5) ways how this can be achieved in print. (20 marks)
4. With billions of photographs being available so widely all over the internet, it is not uncommon to see not only individuals, but also companies using other people's works for their own benefit. Do you find this acceptable in print media? Discuss. (20 marks)

5. A savvy editor once gave a young writer this advice. "If you have ten days to create a story, spend nine of them working on the headline." Scrutinize what the editor meant. (20 marks)
