

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

DJMC 0213: SUBEDITING

STREAMS: DIPLOMA

TIME: 2 HOURS

DAY/DATE: FRIDAY 01/09/2023

8.30 A.M – 10.30 A.M.

INSTRUCTIONS

- **Answer three questions**
- **Exam cheating is a serious offence**

QUESTION ONE IS COMPULSORY

SECTION A 30MKS

1. A bad copy may have the most important element of the story buried in the fourth paragraph. It will be left to the sub-editors nose for news to bring that to the first paragraph. Discuss news values that can assist an editor to determine news worthiness. (20 marks)
- b. State and explain 5 types of headlines. (10 marks)

SECTION B 40 MARKS

2. Explain how careless handling of news stories by reporters and editors can affect the financial status of a media house. (20 marks)
3. Using a style that arouses human interest is what the craft of editing is all about. Discuss. (20 marks)
4. Demonstrate your understanding of the language used in feature stories. (20 marks)

5. Editing is a confrontation. Using relatable examples, analyze this statement. (20 marks)
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