

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF

COMM 363: EDITING

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 12/04/2018

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- **ANSWER THREE QUESTIONS.**
- **QUESTION ONE IS COMPULSORY.**
- **WRITE LEGIBLY.**
- **EXAM CHEATING IN A SERIOUS OFFENCE.**

SECTION A: 30 MARKS

1. (a) Great reporting alone will produce at best a mediocre newspaper. Good editing is the difference between a great newspaper and a mediocre one. Explain.(10 marks)
- (b) Using a diagram, demonstrate the editing process. (20 marks)

SECTION B: 40 MARKS

2. Precision means exactness and reporters are always in danger of drifting into imprecisions of speech. If they are careless about word meanings, then the editor has a big job to do. Justify this statement. (20 marks)
3. Your newspaper university intern discovers that the death of a prominent politician occurred because of complications associated with HIV/AIDS. You are the senior editor on duty, and the final edition goes to press in 30 minutes. Should you publish the cause of death? Argue. (20 marks)
4. Identify and analyze four stages taken into consideration when preparing photos for publication. (20 marks)

5. Unlike the copy editor, the newspaper audience will read the headline before reading the story. A perfectly crafted headline that lacks meaning until after the story is read is unacceptable. Discuss. (20 marks)
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