

20

80



**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY  
(MMUST)**

MAIN CAMPUS

**UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR SECOND SEMESTER EXAMINATIONS**

**FOR THE DEGREE  
OF  
BACHELOR OF SCIENCE IN JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 311**

**COURSE TITLE: NEWSPAPER AND MAGAZINE PRODUCTION**

**DATE: 12/04/2022**

**TIME: 12.00-2.00 pm**

**INSTRUCTIONS TO THE CANDIDATE**

Answer **ALL** questions in **Section A** and **one** question in **Section B**.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

COURSE TITLE: NEWSPAPER AND MAGAZINE PRODUCTION

1. In newspaper and magazine production, one thing that is very crucial is design. As an interviewee for the position of graphic designer, explain to the panelists the role and functions of design. (30 marks)
  
2. Explain, giving relevant examples, the following terms as used in print production:
  - (i) Drop cap
  - (ii) Leading (read as leding)
  - (iii) Sans serif
  - (iv) Pull quote
  - (v) Pull-out
  
3. (a) Define typography as used in newspaper and magazine production. (2 marks)  
 (b) Discuss its role in newspapers and magazines. (18 marks)
  
4. In newspaper and magazine production, a lot of emphasis is laid on:
  - (i) General magazine= Wide target/audience
  - (ii) Specialised magazine=Limited target/audience
 Explain what each means and its relevance in magazine production. (20 marks)
  
5. (a) Describe the pre-press processes in newspaper and magazine production. (10 marks)  
 (b) Discuss any two types of magazines. (10 marks)