



MASINDE MULIRO UNIVERSITY OF SCIENCE AND TECHNOLOGY

UNIVERSITY EXAMINATIONS

2022/ 2023 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER EXAMINATIONS

FOR THE BACHELOR OF SCIENCE DEGREE

IN

JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 202

COURSE TITLE: PRINT MEDIA PRACTICE

DATE: 14/12/2022

TIME: 12.00-2.00 pm

INSTRUCTIONS

Attempt question ONE and any other TWO questions

TIME 2 Hrs

QUESTION ONE

- a) Using relevant examples from the local dailies, explain the various contents of newspapers. (20 marks)
- b) 'Newspapers are the most preferred form of print as compared to magazines,' justify this statement by highlighting the key features of the two forms of print media(10 marks)

QUESTION TWO

'Sub-editors are unsung heroes of a newspaper production.'

- a) Who are sub-editors.(2marks)
- b) What duties do sub-editors carry out in the newspaper production process.(10 marks)
- c) Identify some other editors in the editorial department of a newspaper.(8marks)

QUESTION THREE

Writing for newspapers requires a good mastery of the **INVERTED PYRAMID APPROACH** whereas magazines demand for **HOURGLASS FORMAT**.

- a) Define the two terms in bold above (4 marks)
- b) Illustrate each of the two concepts above(16 marks)

QUESTION FOUR

Explain the following terminologies as used in newspapers

- a) Pull quote (4 marks)
- b) Deck (4 marks)
- c) Cutline (5marks)
- d) Photo (4 marks)
- e) Text (3marks)

QUESTION FIVE

Explain the function of the mechanical and the marketing/business departments of a magazine industry.(20 marks)