



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF COMMUNICATION &
JOURNALISM**

**COURSE CODE: CMJ 2203
COURSE TITLE: EDITING FOR PRINT MEDIA**

**DATE: 23RD APRIL 2019
10.30AM**

TIME: 8.30AM-

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

This paper consists of 2 printed pages. Please turn over.

1. With the use of a diagram, explain the structure of a typical newspaper industry.

(30 Marks)

2. Editing in print media involves, design. Discuss any FIVE elements of design.

(20 Marks)

3. With the use of examples, discuss the creative, managerial and police functions of an editor in print media.

(20 Marks)

4. a) Differentiate between horizontal and vertical newspaper makeup.

(5 Marks)

b) As an editor compare and contrast the horizontal and vertical make up

(15 Marks)

5. As an editor of one of the leading daily news paper in Kenya, explain on

how you will go about designing special pages of your paper.

(20
Marks)

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