

 W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

 **UNIVERSITY EXAMINATIONS 2015/2016**

**STAGE III EXAMINATION FOR THE DIPLOMA IN MASS COMMUNICATION**

**HSC 0204: COPY EDITING SKILLS**

**DATE: APRIL 2016 TIME: 1 ½ HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE**

1. (i) Differentiate between linear and nonlinear editing. [2 marks]

(ii) What do you understand by the term master tape and what is the disadvantage of

 using this type of editing. [2 marks]

(iii) Highlight THREE things the needs to perform linear editing. [3 marks]

(iv) Outline equipment’s needed to carry out an effective non-linear editing. [3 marks]

1. (i) Explain FOUR important points an editor needs to consider a normal editing

 process. [8 marks]

(ii) Discuss the term editing. [2 marks]

**QUESTION TWO**

1. (i) Explain reasons why editors carryout their activities of editing. [5 marks]

(ii) Discuss the advantages of non-linear editing in a programme for a production

 manager. [5 marks]

1. (i) Highlight the importance of highlighting for a smart professional production. [5 marks]

(ii) State the tips for writing cutline. [5 marks]

**QUESTION THREE**

(a)(i) Explain the basic lighting pattern for a good production. [5 marks]

 (ii) Highlight the advantages of linear editing in Papa Shirandula of Citizen T.V

 production. [5 marks]

(b) Outline the tips used to write headline in presenting news for any newspaper. 10 marks]

**QUESTION FOUR**

Discuss the instructions for preparing articles for publications. [20 marks]