



## NATIONAL OPEN UNIVERSITY OF NIGERIA

FACULTY OF SOCIAL SCIENCES  
Department of Mass Communication

JUNE, 2017\_1 Examinations

**COURSE CODE: JLS 822**

**COURSE TITLE: PUBLICATION LAYOUT AND DESIGN**

**TIME ALLOWED: 3 Hours      UNITS: 3**

**INSTRUCTION: Answer any three questions. All questions carry equal marks**

- 1.** Clearly differentiate **Accuracy** from **Style**  
Explain why they are very important in sub-editing - **17 Marks**
- 2.** What duties do the following officials perform in a newsroom:  
(1) The Editor, (2) Chief of Staff (3) The News Editor? **17 Marks**
- 3.** Enumerate and explain the basic techniques and phases of sub-editing.  
**17 Marks**
- 4.** Enumerate and fully discuss the factors considered in news judgment.  
**17 Marks**
- 5.** Define 'Headline'. Why are headlines important in news writing? **17 Marks**
- 6.** Discuss three of the routes through which copy enters the subbing line.  
**17 Marks**