

**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

FEB 2018 EXAM

**COURSE CODE: JLS 822
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNIT: 3
TIME: 3HRS**

INSTRUCTION: ANSWER ANY FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS.

1. a. Name and exhaustively discuss five kinds of printing.
b. Name and discuss the steps applied in non-DTP publishing
c. What are the disadvantages of non-DTP publishing?
d. Explain the benefits of DTP. (25 marks)
2. a. Discuss the role of the computer editor in the effective editing of newspaper or magazine.
b. Show why computer is regarded as New Information and Communication Technology.
(15 marks)
3. The implications of a charge of defamation against any media house are very serious hence every media establishment should try to avoid it.
a. What is defamation?
b. What are the defences for libel? (15%)
4. a. Enumerate and explain at least ten rules for headlines writing.
b. Discuss five types of headlines. (15 marks)
5. a. Justify through detailed explanation and discussion the necessity for proper editing of newspaper/magazine.
b. Explain the place of an editor as gatekeeper. (15 marks)
6. **Write notes on any five of the following:**
 - a. Stylebook
 - b. Desktop publishing
 - c. Typography
 - d. Copy preparation
 - e. News value
 - f. Photo cropping
 - g. Newsroom. (15 marks)