



NATIONAL OPEN UNIVERSITY OF NIGERIA

FACULTY OF SOCIAL SCIENCES
Department of Mass Communication
September/October, 2016 Examinations

COURSE CODE: JLS 822

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN

TIME ALLOWED: 3 Hours

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

1. **Enumerate and discuss in detail** the factors considered in news judgment.
17 Marks
2. What are the main differences between **Accuracy** and **Style**?
Why are they criteria for sub-editing?
17 Marks
3. Carefully explain the roles of the following officials in a newsroom:
(1) The Editor, (2) Chief of Staff (3) The News Editor.
17 Marks
4. Enumerate and explain the basic techniques and phases of sub-editing.
17 Marks
5. Define and explain the functions of the Headline
17 Marks
6. Discuss three routes through which copy enters the subbing line.
17 Marks