



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
14-16 AHMADU BELLO WAY, VICTORIA ISLAND,  
LAGOS  
SCHOOL OF ARTS & SOCIAL SCIENCES  
JANUARY/FEBRUARY 2013 EXAMINATION**

**COURSE CODE: JLS 722**  
**COURSE TITLE: PUBLICATION LAYOUT AND DESIGN**  
**UNIT: 3**  
**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**  
**TIME: 3 HOURS**

1. (a) Copy preparation in print journalism is a collective responsibility of all the journalists of the media house. Discuss.  
(b) Discuss the processes involved in the preparation of a copy.
2. (a) As a good editor, why do you consider headlines crucial for every news story in your publication?  
(b) What are the rules you must observe when captioning headlines for the stories to be published in your publication?
3. (a) Express your understanding of the following:  
(i) Style book  
(ii) Journalistic style  
(iii) House style.  
(b) Why would you give preference to computerised copy preparation over Manual copy preparation?
4. (a) Discuss the five machine printing methods.  
(b) Highlight at least five of the steps in Non-Desktop Publishing.
5. (a) What are your arguments against Non-Desktop Publishing?  
(b) Write convincingly in favour of Desktop Publishing in Nigeria.
6. Formerly a reporter, you have just been promoted to the post of sub-editor in a newspaper publication outfit. With the aid of computer and required editing packages, discuss

**the various editing functions you are expected to perform on crude copies before you.**

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