



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES**

JUNE/JULY 2013 EXAMINATION

COURSE CODE: JLS 822

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN

TIME ALLOWED: 3HRS

INSTRUCTIONS: *ANSWER NUMBER ONE QUESTION AND ANY OTHER THREE QUESTIONS.*

1. An aggrieved reader of your newspaper has stormed into your office claiming that your reports on his organization were untrue and that he would go to court. Explain properly what case he can press against your organization in court. In what ways can he prove his case against your newspaper?

a. What will be the defences available to your organization

2. Which officer in the newspaper house has the final decision on news selection? Explain your reason and give four factors he or she would consider in selecting news from among many sources.

3. Explain the term, 'copy' in a newspaper language. Why must a 'copy' be 'prepared' and list the various individuals involved in preparing a copy.

4. a. In a modern newsroom, how does the sub-editor perform his tasks digitally?

b. What is 'style'? Explain why a publication needs a house style?

5. a. What processes are involved in modern Desk Top Publishing?

b. Give three differences between the old and modern methods of publishing.

6. Write detailed notes on five of the following:

Picture editing

Page layout

Typography

The stone sub
The copy taster
Journalistic style.