



**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: JLS722**  
**COURSE TITLE: PUBLICATION LAYOUT AND DESIGN**  
**UNIT: 3**  
**TIME: 3hrs**

**INSTRUCTION: ANSWER ANY FOUR QUESTIONS**

1. As the editor of AYZ publishing company responsible for the training neophyte employees on page planning and design, identify and discuss the activities involved in copy preparation. **(17<sup>1</sup>/<sub>2</sub> marks)**
2. Adduce five reasons why the sub-editors utilize the computer to perform the subbing tasks in a publishing organization? **(17<sup>1</sup>/<sub>2</sub> marks)**
3. Write short note on the followings; **(17<sup>1</sup>/<sub>2</sub> marks)**
  - a. Oddity
  - b. Proximity
  - c. Prominence
  - d. House style
  - e. Publishing
4. Reflecting along the line of the ten commandments of God as ascribed in Exodus chapter 20 that condemned stealing, discuss the nexus of the copyright laws in Nigeria. **(17<sup>1</sup>/<sub>2</sub> marks)**
- 5a. Differentiate between the publishers and publishing? **(12<sup>1</sup>/<sub>2</sub> marks)**
- b. Why is Rev. Townsend regarded as the doyen of mass media in Nigeria? **(5 marks)**