



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: MAC421

COURSE TITLE: ADVANCED NEWS PAPER/ MAGAZINE

TIME ALLOWED: 3HRS

INSTRUCTIONS: ANSWER FOUR QUESTIONS TIME ALLOWED

QUESTION 1 Every newspaper has a target audience, irrespective of the size of the audience, to make the desired impact there is the need to have audience segmentation in order to achieve a high level of efficiency. What are the things to put into consideration when the audiences are variegated?
25marks

QUESTION 2 (i) Succinctly give a vivid definition of the following concepts in newspaper production

- (a) Mission statement
- (b) Editorial policy
- (c) House policy

(ii) What are the relationships that exist among these concepts?
25marks

QUESTION 3 The editorials, opinions and editorial cartoons are important features in newspapers and magazines that people look into publications for them. Justify this statement by explaining why they are necessary in publications.
25marks

QUESTION 4 In different parts of the world, people place high premium on information especially those from mass media. Based on your understanding of copy flow why do you think it is necessary in newspaper production.
25marks

QUESTION 5 Gate-keeping is one of the functions that media practitioners perform. What influences the gate-keeping function of the different gate-keepers in newspapers and magazines.
25marks

QUESTION 6 The media especially newspapers and magazines are social institution. Though they serve as the watchdog of the society yet this function is being threatened due to the increasing need for them to generate revenue and fend for themselves. Should newspapers and magazines be run purely as a business outfit or social watchdog? Discuss.

25marks