NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

COURSE CODE: MAC 312
COURSE TITLE: NEWSPAPER PRODUCTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a) How would you define a newspaper?
   (b)Identify and explain in details the four (4) main characteristics used in classifying newspapers (with local examples) **(25 Marks)**

2. Newspapers are similar to other forms of printed publications, except that some unique qualities set them apart. Identify and explain with example, any five (5) of these qualities **(15 Marks)**

3. Newspaper editors receive a huge amount of information meant for publications daily. These content are more than what they have spaces for so they use news determinants to choose which stories to publish and which to drop. Explain any five determinants of news used in making this decision. **(15 Marks)**

4. Information Communication Technologies (ICTs) have greatly impacted and revolutionlised newspaper production. Write extensively on any five (5) key ICTs currently used in the newspaper production process and the changes/improvements they have initiated. **(15 Marks)**

5. Write exhaustively on the following principles of design layout: (i) Proportion (ii) Balance (iii) Unity (iv) Rhythm (v) Harmony **(15 Marks)**

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