



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

COURSE CODE: MAC421
COURSE TITLE: ADVANCED NEWSPAPER/MAGAZINE PRODUCTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. Newspapers are classified based on certain criteria. Using concrete examples to support your answer, discuss at least five newspaper classifications **(25 Marks)**
2. Newspaper is said to gain an identity from its mission statement, editorial policy and house style. Elaborately discuss these concepts and explain the relationship among them **(15 Marks)**
3. As a process of determining which information is allowed to pass through and which to be stopped, gate-keeping is influenced by a number of factors. Highlight and explain at least five factors affecting gate-keeping **(15 Marks)**
4. What is Photo-Selection and why does it matter? Name and discuss the two major forms of photo-editing employed by newspapers and magazines **(15 Marks)**
5. Page make-up is aimed at producing pages that will attract the attention of readers. Identify and explain any five element used by editors while designing the page **(15 Marks)**