



**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. **(17¹/₂ marks)**
2. Adduce five reasons why the sub-editors utilize the computer to perform the subbing tasks in a publishing organization? **(17¹/₂ marks)**
3. Write short note on the followings; **(17¹/₂ 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. **(17¹/₂ marks)**
- 5a. Differentiate between the publishers and publishing? **(12¹/₂ marks)**
- b. Why is Rev. Townsend regarded as the doyen of mass media in Nigeria? **(5 marks)**