



**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: MAC421
COURSE TITLE: ADVANCED NEWSPAPER/MAGAZINE PRODUCTION
UNIT: 3

INSTRUCTION: ANSWER ANY FOUR QUESTIONS
TIME: 3 HOURS

1. Newspapers differ in content and structure. With relevant examples for each within Nigerian context, discuss seven (7) of the classifications of newspapers. **(17¹/₂ Marks)**
2. Highlight and discuss at least five factors that can sabotage gate-keeping functions in the newspaper industry. **(17¹/₂ Marks)**
3. Photographs and cartoons are part of newspaper and magazine outputs. Justify with cogent reasons the essence of photographs and cartoons in newspaper/magazine copies. **(17¹/₂ Marks)**
4. “The photographs in the newspapers are not exactly the crude copiestaken by the photographers”. Discuss at least five editing functions that can be performed on crude photographs to make them publishable. **(17¹/₂ Marks)**
5. Highlight seven (7) of the editing symbols, explain each and illustrate how each is used within the text by newspaper editors. **(17¹/₂ Marks)**
6. A friend of yours is aspiring to establish and manage a newspaper firm in Nigeria and seeking your professional advice on it. Identify and discuss with him or her at least seven (7) factors that may obstruct his or her aspiration. **(17¹/₂ Marks)**