NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2023_1 POP EXAMINATION

COURSE CODE: MAC 421
COURSE TITLE: ADVANCED NEWSPAPER/MAGAZINE PRODUCTION
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE (3) QUESTIONS.

1. (a) Kindly provide a clear description of a newspaper to a group of freshmen in the Department of Mass Communication of Brightminds University. (b) Many factors can determine how newspapers are categorised. Explain seven (7) ways in which newspapers can be classified. (c) What does "house style" mean in a newspaper outfit? (d) Provide an explanation of the importance of editorial cartoons in newspapers and magazines. **(25 Marks)**

2 (a) Examine what copy editing in a traditional newspaper house involves. **(b)** Give six (6) factors that determine what "gate keepers" in a magazine outfit allow to be published and what they keep away from the people. **(15 Marks)**

3.(a)What is photojournalism? (b) Give reasons why newspapers and magazines use photo graphs. (c)Discuss the **business** consideration versus the dual mandate syndrome facing media organisations. **(15 Marks)**

4. What is a headline? Why are headlines important? (b) What is headline casting? **(15 Marks)**

5. (a) What is copy-fitting? (b) Identify and explain five (5) types of page make-up or page design in newspaper production. **(15 Marks)**

TOTAL: 70 MARKS