



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024 1 EXAMINATION

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
COURSE CODE: JLS 822
CREDIT UNIT: 3
TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS

- 1) a. Justify with three reasons for not choosing manual copy preparation.
b. List eight questions that run through the mind of the subeditor who works on a copy whether assisted manually or computer. **(17.5 Marks)**
- 2) Various processes and procedures go into printing. a. List five most common printing processes.
b. Describe Lithography as a printing process. **(17.5 Marks)**
- 3) a. Explain the role of the subeditor in headline casting and the principles that under girds the process. b. Give three reason a headline would be different from the content of the story. **(17.5 Marks)**
- 4) a. Identify and explain six functions of the Headline.
b. Analyse five functions of the copy taster in the process of sub editing.
(17.5 Marks)
- 5) a. Detail eight guidelines on what is expected to be done during the first readings.
b. State the relevance of the first reading. **(17.5 Marks)**