



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_1 EXAMINATION...**

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
COURSE CODE: JLS 722
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

1a. What is copy preparation? **2.5 marks**

1b. Discuss with relevant examples the two major methods of copy preparation. **15 marks**

2. As the sub-editor of Nigerian Tribune, one of Nigeria's oldest newspapers, provide a detailed explanation of any five sub-editing tasks that you can do with a computer. **17.5 marks**

3a. Describe journalistic style. **5.5 marks**

3b. Identify and explain the 6 steps that are involved in non-desktop publishing. **12 marks**

4a. Describe the concept of instructiveness in DTP. **5.5 marks**

4b. The editor and the news editor are two key players in the editing process. Discuss how their roles can enhance your next weekly publication, *The Glam*. **12 marks**

5a. Describe a Gravure. **5.5 marks**

5b. Before a copy is eventually approved for publication, it usually passes through four reading processes. Describe what occurs at each level using pertinent examples. **12 marks.**