



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES  
B.A COMMUNICATION**

**COURSE CODE: LAC 3214**

**COURSE TITLE: EDITORIAL CONCERNS IN  
COMMUNICATION**

**DATE: 25<sup>TH</sup> APRIL 2019**

**TIME: 1430 - 1630 HRS**

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**Instructions:**

Attempt question ONE and any other TWO questions.

*This paper consists of 6 printed pages. Please turn over.*

## QUESTION ONE

a) Using the article given, provide the following information:

- i. a headline
- ii. two decks,
- iii. a byline
- iv. two design adornments

**[8 marks]**

Yang Feng Glan, 66, was accused in Tanzania's commercial capital, Dar es Salaam, this week of smuggling 706 pieces of ivory between 2000 and 2004 worth 5.44 billion Tanzanian shillings (\$2.51 million).

Glan, a Swahili-speaker who has been in the East African nation since the 1970s, is secretary-general of the Tanzania China-Africa Business Council and owns a popular Chinese restaurant in Dar es Salaam, according to police sources.

Reuters was unable to reach the lawyer for Glan who was not allowed to enter a plea until the case resumes.

She is being held at the city's Segerea maximum security prison until an Oct. 12 bail hearing. If convicted, she could face more than 20 years in jail.

In the court documents, prosecutors said Glan "intentionally did organise, manage and finance a criminal racket by collecting, transporting or exporting and selling government trophies" weighing a total of 1.889 tonnes.

The East African nation's elephant population shrank from 110,000 in 2009 to a little over 43,000 in 2014, according to a census released in June, with conservation groups blaming "industrial-scale" poaching.

Demand for ivory from fast-growing Asian economies such as China and Vietnam, where it is turned into jewels and ornaments, has led to a spike in poaching across Africa. Conservation of African big game has also been in the international spotlight in last few months since the killing of famed Zimbabwean lion Cecil by an American dentist.

China, the world's biggest consumer of elephant tusks, announced in February a one-year ban on the import of African ivory carvings, but conservationists say corruption is fuelling poaching in Tanzania.

The Elephant Action League, a U.S.-based conservation group, said it believed Glan to be "the most notorious ivory trafficker brought to task so far".

"It's the news that we all have been waiting for, for years," Elephant Action League founder Andrea Crosta said in a statement.

"Finally, a high profile Chinese trafficker is in jail. Hopefully she can lead us to other major traffickers and corrupt government officials. We must put an end to the time of the untouchables if we want to save the elephant."

b) Explain the news value of the above article. **[4 marks]**

c) Discuss the stages the above copy underwent before being published. **(12 marks)**

d) Using suitable illustrations from the above copy preparation process, discuss three reasons for editing. **[6 marks]**

## QUESTION TWO

Read the headline appearing in THE NATION newspaper attached dated 20 February, 2019 and answer the questions that follow.

# Raila agrees with Ruto on ministers' duty to Parliament

- i.** Classify the above headline with reasons. **(2 marks)**
- ii.** Provide a kicker and rider for the headline. **(2 marks)**
- iii.** Discuss three ways in which the above headline can be varied. **(6 marks)**
- iv.** Comment on the typography of the above headline. **(2 marks)**
- v.** Discuss four functions performed by the above headline. **(4 marks)**
- vi.** Explain four language guidelines that guide sub-editors when they are casting headlines. **(4 marks)**

### QUESTION THREE

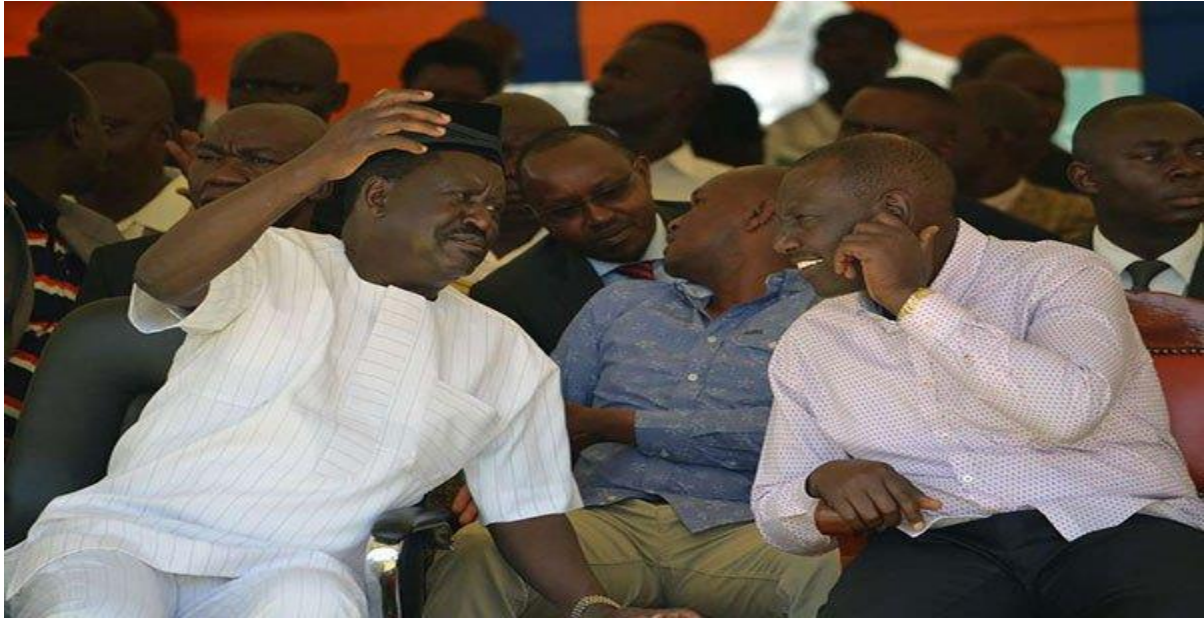
Observe the front pages attached from the New York Times and the New York Post and answer the questions that follow.



- i. Identify and explain the design elements of the above newspaper pages. [6marks]
- ii. Using the pages attached, discuss any two goals that the sub-editor hopes to achieve through the designs adopted. [4 marks]
- iii. Explain the form of the page make up for each. [2 marks]
- iv. Draw a layout sheet and dummy that may have been used for the construction of the above pages. [4 marks]
- v. Describe any two design adornments used for the construction of the above pages. [4 marks]

## QUESTION FOUR

View the photos attached and answer the questions that follow.



i.



- ii. Write two different types of captions for each photo . **[8 Marks]**
- iii. Explain the appeals that motivated the selection of each photo by the editors. **[6 marks]**
- iv. Discuss two unethical practices in photo editing. **[6 marks]**

**QUESTION FIVE**

You are the editor of Msema Kweli Publishing Firm and have received a manuscript from a university student desiring to publish a novel. Using appropriate illustrations, explain the process of book editing, design and publishing. **[20 marks]**

**//END**