

Alvytana Mavua

COM 304 Principles of Editing Exam-Online

Instructions: SECTION A is compulsory. Answer any THREE from section B

SECTION A

Question One

- a) You have been hired to document PAC University's graduation in order to share stories and images on different media platforms. As part of your assignment you need to have a repository of photographs. Give a detailed description of THREE visual cliché images you would avoid. (3 marks)
- b) As part of your coverage for this graduation you are required to capture images and stories that would be relevant to update the university's brochure. Identify SEVEN ways you would use this graduation to collect information that will be useful to improve the brochure's overall quality. (7 marks)

Question Two

Your friend is graduating from PAC University and has a graduation party organized where she is required to give a speech. Due to the many intricacies involved in organizing for a graduation and a graduation party she is busy and has tasked you to write and edit her speech. Examine in detail the factors you will consider while writing this speech. (10 marks)

Question Three

The eight (8) parts of a speech should be at the fingertips of every editor. Illustrate your understanding of these by:

- a) Constructing the opening section of your friend's graduation speech in a paragraph or two. (2 marks)
- b) Using the above graduation speech to extract and discuss these eight (8) parts of a speech (8 marks)

Question Four

As you cover PAC University's graduation ceremony, you realize you need to update the university's catalogue. It is outdated and does not reflect the current lived realities. Using information from this assignment, inspect TEN (10) steps you would employ to ensure this catalog is presentable online. (10 marks)

Question Five

- a) As a fresh graduate you will find yourself juggling through different jobs, one of these would include using online platforms to search for and engage prospective clients. This will include editing online assignments. As a new employee for a fast moving consumer goods enterprise, discuss any FOUR online copywriting and editing platforms you can post your work? (4 marks)

- b) As a fresh graduate from PAC University, you have decided that you want to try and get a copywriting and editing job. Examine the THREE ways you will use to secure the employment you desire. (6 marks)