



PAN AFRICA CHRISTIAN UNIVERSITY
DEPARTMENT: COMMUNICATION & LANGUAGES
COURSE CODE: COM304
COURSE TITLE: PRINCIPLES OF EDITING

Section A is Compulsory. Attempt any other three Questions in Section B

1. Justify five reasons why the principles of editing are important to you as an editor.
(10marks)

SECTION B (Answer any three questions)

2. You have been employed by “Julishwa Newspaper” as an editor. With relevant examples, discuss the ethical principles you need to observe while writing for a newspaper.
(10marks)
3. Using appropriate examples, explain why you would use 5W’s in caption writing.
(10marks)
4. a) Read the following document and identify and correct the editorial mistakes.

with the invention of the personal computer and the Internet, a new age in communications begins. now people could communicate fastest and more easily than ever before. Writing, editing, and storing information became quick and easy. It was no longest necessary to write draft after draft when changes could be

made so easily using a word Processor program. Messages, could now be sent in no time to anywhere in the world, without addressing envelopes or licking stamps.

Century most early, around the year 1450 a similar revolution in communications had occurred in Germany. This happened when Johannes Gutenberg invented the printing press. Gutenberg was not the first person to use printing to copy a piece of writing. printing was already being invented in China, where they used clay to print oriental characters. Small items, such as posters and flyers, were already being printed in Europe too, using the woodblock method of printing. Books and other largest works, however, were still being copied by hand. At this time, books were usually produced only in latin, and only the most educated people read them. Gutenbergs' printing press was about to change all of this.

b) Explain the application of the editing and proofreading symbols that you have used in the above document in 4(a) above. **(5marks)**

5. Using relevant examples,illustrate **FIVE** qualities of a good headline in a publication.

(10marks)