



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE IN COMMUNICATION

MAY-AUGUST 2025 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT:

COURSE CODE: COM304

COURSE TITLE: PRINCIPLES OF EDITING

EXAM DATE:

TIME:

DURATION: 3 HOURS

INSTRUCTIONS

- Read all questions carefully before attempting.
- **Answer question ONE and any other FIVE Questions**
- All other PAC University examination rules and regulations apply

QUESTION 1 (Compulsory)

The role of an editor varies across communication contexts, requiring adaptability and specialized skills. Discuss your key functions of an editor in print, broadcast and digital media, highlighting how these roles differ depending on the mass media. Support your answer with examples from the course readings. *(10 marks)*

QUESTION 2

Micro and macro editing serve distinct purposes in the editing process. Compare and contrast micro-editing and macro-editing, providing examples of tasks under each category. *(10 marks)*

QUESTION 3

Editors shape public discourse through gatekeeping. Argue for or against the statement: “Editors have a moral responsibility to combat misinformation.” Use course concepts and examples. *(10 marks)*

QUESTION 4

The rise of artificial intelligence (AI) tools has transformed editing workflows. Debate the pros and cons of using AI in editing, considering efficiency and ethical implications. *(10 marks)*

QUESTION 5

Copyright and plagiarism are critical legal concerns in editing. As an editor, explain how you can avoid copyright infringement when using third-party content. *(10 marks)*