

**NATIONAL OPEN UNIVERSITY OF NIGERIA**

**FACULTY OF SOCIAL SCIENCES**

**DEPARTMENT OF MASS COMMUNICATION**

**COURSE TITLE: ADVANCED NEWS PAPER/ MAGAZINE**

**COURSE CODE: MAC 421**

**INSTRUCTION: ANSWER FOUR QUESTIONS.**

**ANSWER QUESTION ONE AND ANY OTHER THREE**

**TIME ALLOWED: 3 HOURS**

**QUESTION 1**

1. Based on your understanding of copy flow why do you think it is necessary in newspaper production.
2. (i)Define a headline.

(ii) Why is the headline important in newspaper**? (25 marks)**

**QUESTION 2**

In Nigeria, newspaper and magazines face some challenges that at times hinder the production and circulation of the products**.** Mention and discuss at least **five** of these challenges. **15marks**

**QUESTION 3**

The editorials, opinions and editorial cartoons are important features in newspapers and magazines that people look into publications for them. Justify this statement by explaining why they are necessary in publications. **15marks**

**QUESTION 4**

For a reporter to carryout his/her function effectively, he must depend on information and communication technology. List and explain at least **five** of these instruments that are used in newspaper and magazine production discussing how they are beneficial to media practitioners. **15marks**

**QUESTION 5**

Write short notes on the following:

1. Accuracy
2. Truthfulness
3. Objectivity
4. Libel
5. Sedition **15mark**

**QUESTION 6**

Succinctly give a vivid definition of the following concepts in newspaper production.

1. Mission statement
2. Editorial policy
3. House policy

**15marks**