



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

2019_2 EXAM

COURSE CODE: JLS 822
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. (a) Describe the concept of copy preparation?
(b) List and discuss five (5) of the activities involved in copy preparation. **(17¹/₂ Marks)**
2. List the six (6) main methods or processes of machine printing, and describe in detail, any five (5) of these methods or processes. **(17¹/₂ Marks)**
3. (a) Describe the concept of subbing lingua?
(b) Explain the meaning of the following subbing lingua:
 - (i) ascender
 - (ii) bank
 - (iii) beard
 - (iv) beat-up
 - (v) bed
 - (vi) blanket
 - (vii) bleed
 - (viii) bromide. **(17¹/₂ Marks)**
4. (a) Explain the role of a copytaster?
(b) Discuss the four (4) routes through which copy enters the subbing line. **(17¹/₂ Marks)**
5. (a) Explain what the sub-editor expect to achieve during the first, second, third and fourth readings.
(b) Enumerate the essential questions that a sub editor must pose to him/herself. **(17¹/₂ Marks)**

6. (a) What are the functions of headlines?
(b) In what ways can headlines be varied? (**17¹/₂ Marks**)