



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**2019\_2**

**COURSE CODE: MAC 421**  
**COURSE TITLE: ADVANCED NEWSPAPER/MAGAZINE PRODUCTION**  
**UNITS: 3**  
**TIME: 3 HOURS**  
**INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS**

1. (a) To produce a page that will attract the attention of the readers, editors use some elements. With relevant examples, explain eight (8) elements being used by the editors.  
**(20 marks)**  
  
(b) Briefly define these:
  - i. A newspaper
  - ii. A magazine **(2.5 marks each)**
2. Globally, ICT has revolutionised newspaper/magazine production. Identify and explain six (6) ICTs being used by print journalists in Nigeria.
3. With examples from Nigerian newspapers, identify and explain six (6) ways newspapers can be classified. **(15marks)**
4. Explain the following:
  - i. Mission Statement
  - ii. Editorial Policy
  - iii. Editorials / Editorial
  - iv. House style
  - v. Opinion Page
  - vi. Editorial Cartoon. **(2.5 marks each)**
5. Explain six (6) ethical issues editors contend with. **(15 marks)**
6. With examples, discuss six (6) factors affecting gate-keeping. **(15 marks)**