



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION  
2022\_2 EXAMINATION**

**COURSE CODE:                   MAC421**  
**COURSE TITLE:                ADVANCED NEWSPAPER/MAGAZINE PRODUCTION**  
**UNITS:                             3**  
**TIME:                             3 HOURS**  
**INSTRUCTION:                ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

1. Newspapers are classified based on certain criteria. Using concrete examples to support your answer, discuss at least five newspaper classifications **(25 Marks)**
2. Newspaper is said to gain an identity from its mission statement, editorial policy and house style. Elaborately discuss these concepts and explain the relationship among them **(15 Marks)**
3. As a process of determining which information is allowed to pass through and which to be stopped, gate-keeping is influenced by a number of factors. Highlight and explain at least five factors affecting gate-keeping **(15 Marks)**
4. What is Photo-Selection and why does it matter? Name and discuss the two major forms of photo-editing employed by newspapers and magazines **(15 Marks)**
5. Page make-up is aimed at producing pages that will attract the attention of readers. Identify and explain any five element used by editors while designing the page **(15 Marks)**