



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

COURSE CODE: JLS722
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS.

1. (a) Define the term copy in newspaper publication and explain why a copy must be prepared.

(b) Write a short note on people responsible for preparing newspaper copy. **(25 marks)**
2. Computer has revolutionised copy preparation by making it more fast, precise and efficient. Briefly explain any five (5) copy preparation tasks that computer can carry out. **(15 marks)**
3. Part of the preparation for printing involves assembling the required materials. Outline and discuss two main materials of printing. **(15 marks)**
4. Outline and discuss steps in publishing without using Desktop (Non-DTF publishing). **(15 marks)**
5. While the decision on news items to publish is called news judgment, the factors put into consideration in arriving at the decision are called news values. Discuss the factors in detail. **(15 marks)**