

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES**  
**NEWSPAPER DESIGN & LAYOUT (IJM 2115)**  
**DECEMBER 2011 EXAMINATIONS**  
**TIME ALLOWED: THREE HOURS**

**Instructions to Candidates**

1. Section A is **compulsory**.
2. Answer **any two** questions in Section B.
3. Start each answer on a new page.
4. Poor spelling and grammar will be penalised.

**SECTION A**

**Question 1**

Define the following newspaper/magazine design terms:

- |                |          |
|----------------|----------|
| (i) bar        | [1 mark] |
| (ii) air       | [1 mark] |
| (iii) baseline | [1 mark] |
| (iv) bug       | [1 mark] |
| (v) bullet     | [1 mark] |
| (vi) orphan    | [1 mark] |
| (vii) armpit   | [1 mark] |
| (vii) jumpline | [1 mark] |
| (ix) ear       | [1 mark] |
| (x) cutout     | [1 mark] |

**Total:** [10 marks]

**Question 2**

(a) Read Annexure A carefully and answer the questions below:

(i) Use the reporter's copy to prepare a 250 word story that is re-nosed to bring in the information gleaned from cuttings. [14 marks]

(ii) Write a double deck, single column headline of nine upper and lower case characters to the line. [2 marks]

- (iii) Write a local area bill for the story. **[2 marks]**
- (vi) Write a one-line caption across three columns for a picture of the mother and daughter, blown up from a picture of a chapel outing, for use alongside the story. **[3 marks]**
- (v) As a sub-editor, what questions, if any, would you ask the newsroom about the contents of the story? **[4 marks]**
- (vi) Write a few points on the way in which cuttings files can be of use in spot news stories of this kind. **[5 marks]**

**Total: [30 Marks].**

(b) Draw up a newspaper front page 'dummy' and indicate the following features of a newspaper layout:

- (i) strapline
- (ii) masthead
- (iii) dateline
- (iv) earpiece area
- (v) Splash head (full caps)
- (vi) byline
- (vii) caption
- (viii) cross reference
- (ix) main picture

**Total: [20 Marks]**

## SECTION B

### Question 3

Discuss the two approaches to newspaper design and explain why newspapers choose either of the two. **[20 Marks]**

### Question 4

Annexure B is the front page of The NewsDay of Wednesday, May 11, 2011. It shows riot police chasing WOZA demonstrators in Bulawayo. Annexure C is a picture of a street scene in Bulawayo, published on page one of the NewsDay of May 18, 2011.

- (i) Why do you think the picture editors chose these particular images? What does each tell us about the story? **[6 marks]**

(ii) What do you think they wanted the reader to feel about each picture? What is it about the way the pictures have been presented that's helps to influence how the reader feels?

**[6 marks]**

(iii) Write two possible captions for Annexure B. One caption should be for the Chronicle, and the other for The Standard.

**[8 marks]**

**Total:**

**[20 Marks]**

### **Question 5**

Discuss the essentials of page planning.

**[20 Marks]**

### **Question 6**

Discuss the rules of newspaper design

**[20 Marks]**

## ANNEXURE A

*A mother and her teenage daughter have been killed crossing the road near a busy roundabout on the edge of the town. The reporter covering the story interviews the husband and turns in the following copy:*

GRIEVING husband Balakakhulu Ndoda told this afternoon how he waved goodbye to his wife Nomakanjani and 14-year old daughter Kutheni minutes before they were killed crossing Ntemba Road, Pumula East, to buy pet food for their new puppy. “We had just been given the puppy and they were happy and excited,” he said.

“I left them to go and buy a newspaper and when I came out of the shop I saw a crowd on the pedestrian crossing just beyond the roundabout. It was them. They had never even reached the shop they had set out for.”

Mr Ndoda said he blamed himself for not going with them across the busy road: “The traffic on this stretch goes too fast,” he said.

“The commuter omnibus driver who hit them never stopped. Fortunately someone got the the description of the car.”

Mrs Ndoda and her daughter, who lived in Pumula East, were regular members of Pumula Methodist Church. “They were lovely people. It is a great shock,” Pastor Khuleka Kakhulu told *Nust Times*.

The police are trying to trace a white two-door BMW, with a dent on the fender, possible front-end damage and without number plates. An inquest is to be opened on Thursday.

*NB: It is a fruitful interview and the reporter has made a good use of it in her introduction, but you, as a subeditor remember that is it not the first accident in recent months at the particular spot and you turn up the cuttings. A previous accident also involved a hit-and-run driver. You also find a quote from a local councilor, who after a previous death branded the crossing an ‘accident black spot’. The chief-sub editor suggests you use the story as a Page One lead but first ‘re-nose’ it.*

ANNEXURE B

**CRACKDOWN ...**

Anti-riot police chasing after WOZA demonstrators in Bulawayo yesterday.

Picture: Chrispen Tabvura



ANNEXURE C



Illegally dumped waste poses a health hazard along Lobengula Street in Bulawayo  
(See story on page 10)