



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**ELECTRONIC EDITING: THEORY AND PRACTICE**

**IPU 2120**

**Part II First Semester Examination Paper**

**December 2024**

This examination paper consists of 4 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: Mrs. E.C. Chiware**

**INSTRUCTIONS TO CANDIDATES**

1. Answer question 1 and any other three (3) Questions.
2. Each question carries **25 marks**.
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Copyedit the attached extract 1 (on page 3). Afterwards, pull out the extract and fasten it to your answer booklet. **(25 marks)**
2. Giving relevant examples, examine the view that editing is the cornerstone of information dissemination in the era of Artificial intelligence, highlighting the purpose of editing. **(25 marks)**
3. Explain the following individual aspects with regards to the author's contract:
  - i. Arbitration **(5 marks)**
  - ii. Royalties **(5 marks)**
  - iii. Confidentiality **(5 marks)**
  - iv. Submission of work **(5 marks)**
  - v. Indemnity **(5 marks)**

**[Total 25 marks]**
4. Discuss the benefits of using emerging technologies in electronic editing. **(25 marks)**
5. Critically analyse the editor's concerns when editing emerging issues in a primary school textbook. **(25 marks)**
6. Assess the role of an editor in information management in a publishing environment. **(25 marks)**

**EXTRACT 1**

**IPU 2120 ELECTRONIC EDITING: THEORY AND PRACTICE  
EXAMINATION PAPER 2024**

**QUESTION 1)**

**STUDENT NUMBER.....**

**INSTRUCTIONS**

- **Using copy editing symbols both in-text and in the margins, edit the errors in the passage below.**

In the 1970s, market researchers discovered that the most young children were unable to tell the difference among the television shows they watched and advertisements for products. Because of this discovery, it was an attempt in 1978 to put legal restrictions on television advertisements aimed at too young children, but advertisers objected. The industry of marketing to children has been growing steadily since then. Between 1978 and 1998, the amount of money directly spent by children age four to twelve increased from less than three billion dollars a year to almost twenty-five billion dollars, and is not end in sight. Researchers believe that children in that age group also convince their families to spend another two hundred billion dollars a year—such as when a young boy, for example, convinces her mother to purchase a more expensive computer than she might otherwise have bought. Marketers are easy to decide to target this young market—there is their job to aim at consumers who can be convinced and who will spend most money.

However, few other groups have also helped marketing figure out the best way to target a too young audiences. Many child psychologists are now been asked to join market-research firms to provide information about how to reach children more effectively. Some memmbers of the American Psychological Association lobbied their organization in 2002 to discipline APA members who have helped advertisers target children, but the APA has no taken action yet. The most psychologists feel that the marketers and their advisers have being allowed very much freedom to appeal to children who cannot make informed decisions about product, but the situation does no seem likely to change

**(25 marks)**