



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES
DIGITAL SKILLS FOR EDITORS
IPU 4223

Part IV Second Semester Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Miss P. Nkomazana

INSTRUCTIONS TO CANDIDATES

1. Answer any 4 questions.
2. All questions carry 25 marks.
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Evaluate the implications of digital competencies in the contemporary publishing landscape. **[25 marks]**
2. Describe the essential phases of digital content creation and elaborate on their significance. **[25 marks]**
3. Explain the different types of digital content formats and discuss the contexts in which they are most effectively applied. **[25 marks]**
4. Identify key areas within SEO where keywords play a critical role in enhancing site ranking and explain their impact in each case. **[25 marks]**
5. Discuss the growing demand for specialist digital skills in publishing, identifying the key skills required and evaluating their importance. **[25 marks]**
6. Citing relevant examples, compare and contrast digital and traditional content. **[25 marks]**

END OF PAPER