



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION ...**

COURSE CODE: MAC421
COURSE TITLE: ADVANCED NEWSPAPER/MAGAZINE PRODUCTION
UNIT: 3
TIME: THREE (3) HOURS

INSTRUCTION: ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS

- 1. There are several challenges facing newspaper and magazine production in Nigeria. With copious examples, discuss extensively eight (8) of these challenges. 25 Marks**
- 2. ICT has revolutionised newspaper and magazine production. Explain five (5) ICT tools being used by newsmen in newspaper and magazine production. 15 Marks**
- 3. Gatekeeping is a key concept in journalism. Discuss, with examples, five (5) factors that could hinder gatekeeping. (15 Marks)**
- 4. Newspaper and magazine organisations have sources of income. Citing at LEAST three examples from Nigerian media, discuss three (3) main sources of revenue. (15 Marks)**
- 5. With copious examples from Nigerian dailies, explain five (5) elements being used by editors to attract readers. 15 Marks**
- 6. With at LEAST three examples from Nigerian magazines and newspapers, explain six (6) ways newspaper can be classified. (15 Marks)**