

Reg. No. :

Name :

Third Semester B.A. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group 2 (a)

Journalism and Mass Communication and Video Production

Core Course IV

JC 1341 : MAGAZINE JOURNALISM

(2014 Admission onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions each in a word or maximum of 30 words.

1. Split edition of magazines and its significance.

2. What do you mean by centrespread?

3. In-depth reporting in magazine journalism.

4. Illustrated weekly of India.

5. The role played by The Caravan is present day Indian magazine journalism.

6. Write on the concept of periodicity in magazine publication.

7. What do you mean by bleed?
8. What do you mean by photo montage?
9. Write on the contributions of Vinod Mehta to magazine journalism.
10. What do you mean by featurisation?

(10 × 1 = 10 Marks)

II. Write short notes, each not exceeding 60 words, or any eight of the following:

11. Market segmentation
12. Analytical articles
13. Influence of academic journals
14. Mathrubhumi Yatra
15. News stand sales v/s subscription drives.
16. Role of cartoons and caricatures in magazine journalism.
17. Enlist any four children's magazines in Malayam.
18. Write on the aspect specialization in magazine journalism.
19. What do you mean by a house magazine?
20. Infographics and its significance.
21. The importance of cover designing in magazine journalism.
22. News Magazines in English.

(8 × 2 = 16 Marks)

III. Write short essays, each not exceeding 120 words, or **any six** of the following:

23. "Reviews form a major content of a general interest magazines" Do you agree? Explain.
24. What do you mean by narrative journalism?
25. Write on different types of feature stories that appear in a general interest magazine.
26. What are the unique characteristics of magazine writing? How it is different from writing for newspaper?
27. How do specialised and targeted readers make magazines the most advertising friendly medium?
28. How does a photography add beauty to magazine lay out? Explain different photo editing techniques?
29. Which are the striking differences between a general interest and special interest magazine? Explain.
30. What do you mean by data journalism?
31. How do magazines adapt technological changes to compete with other media? Explain.

(6 × 4 = 24 Marks)

IV. Write long essays on **any two** of the following:

32. Critically evaluate the role of health magazines in creating awareness among public on health issues.
33. Write an essay on the different types or genres of contents that can be included in a magazines.
34. Write in detail the different types of magazines with examples.
35. "Interviews are one of the most attractive feature stories in magazines" Explain giving importance to the procedure of publishing a good magazine interview.

(2 × 15 = 30 Marks)