

Reg. No. : .....

Name : .....

**Third Semester B.A. Degree Examination, January 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 a maximum of 30 words.

**(10×1=10 Marks)**

- 1) Cover lines
- 2) Centre spread
- 3) Complimentary copy
- 4) Cover-wrap
- 5) Issue
- 6) Journal
- 7) Sidebar
- 8) Trade Magazine
- 9) E-zine
- 10) Adget feature.

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

**(8×2=16 Marks)**

- 11) Define magazine.
- 12) What is cover blaze ?
- 13) Sports Magazine.
- 14) Column writing.
- 15) Tehelka.
- 16) The Week.

- 17) Profile.
- 18) Narrative style.
- 19) Vinod Mehta.
- 20) Madhyamam Weekly.
- 21) Bleed.
- 22) Blurbs.

III. Give short essays, **each not exceeding 120 words**, on **any six** of the following. **(6×4=24 Marks)**

- 23) Compare the difference between a newspaper and a magazine.
- 24) Write a magazine article on Swatch Bharath.
- 25) Discuss various magazine writing styles.
- 26) Identify the contents of a magazine.
- 27) Discuss the recent trends in magazine production.
- 28) How is a feature different from a hard news ?
- 29) What are the techniques involved in visual writing style ?
- 30) Who are the target audience of business magazines ?
- 31) What is the importance of cover stories in magazines ?

IV. Write long essays on **any two** of the following. **(2×15=30 Marks)**

- 32) Critically analyze two general interest of Malayalam magazines.
  - 33) Write the review of a film currently being screened in the theatres.
  - 34) Explain the organizational structure of a magazine.
  - 35) Critically review a popular column in a magazine of your choice.
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