

57

D6BMC2104

(PAGES 2)

Reg.No.....

Name:

SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

JOURNALISM & MASS COMMUNICATION

GBCJ6E02T: MAGAZINE JOURNALISM

Time: 2 ½ Hours

Maximum Marks: 80

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 25 Marks)

Write short notes on:

1. Herbert Ingram.
2. Njana Nikshepam.
3. Special interest magazine.
4. Little magazine.
5. The Week.
6. Frontline magazine.
7. Centerspread.
8. Complementary copy.
9. Editorial policy.
10. E-zine.
11. Sub headlines.
12. Interviews.
13. Profile feature.
14. Blurb.
15. Digital printing.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 35 Marks)

16. Describe the history of magazine journalism in the world.
17. What are the factors that influence the readability of a magazine? Explain.
18. What is a business magazine? Explain with examples.
19. Explain the organizational structure of a magazine.
20. State the major characteristics that make magazines the favorite medium for advertisers.
21. Write on magazine production technique.
22. What are the selection criteria for making cover story for the magazine?
23. Differentiate 'pull quotes' and 'running head'?

(PTO)

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Explain the influence of new media on magazine journalism.
25. Compare the design of a print magazine with the design of its online edition. What are the similarities and differences? Explain with the principles and elements of magazine design.
26. Write a film review on any film you recently watched.
27. What are the different types of magazines? Explain with examples.

(2 x 10 = 20 Marks)