

**SIXTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025**

**(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 25marks)**

**Write short notes on:**

1. Mast head.
2. Ladie's mercury.
3. Pull-quote.
4. E-zines.
5. Gutter.
6. Little magazines.
7. Edward Cave.
8. Blurb.
9. Centerfold.
10. Digital edition.
11. Spine.
12. Blogs.
13. Vaishna Roy.
14. Flip book.
15. Bleeds.

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

**(Ceiling 35 marks)**

16. Analyze the content of a lending web-zine in Malayalam.
17. Suggest a new content format for a general interest magazine in Malayalam
18. Discuss the impact of color printing on magazine
19. What are regulars and fillers?
20. Explain the structure of a magazine.
21. What are the functions of cover page of a magazine?
22. Plan two columns (content as suitable suggestion of writers) for a leading magazine in English that largely cover politics and culture in contemporary India.
23. Explain the use of infographics in magazines

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

24. Explain the types of magazines and their unique characteristics?
25. Define editorials. Explain types of editorials.
26. Bring out the characteristics and nature of features being used in magazines.
27. Review any book you have recently read, in not more than 750 words.

**(2 x 10 = 20 Marks)**