



K19P 0339

Reg. No. : .....

Name : .....

**II Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination, April 2019  
(2016 Admission Onwards)**

**MCJ 2C06 : MAGAZINE JOURNALISM**

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following :
    - 1) Web -Zines
    - 2) Columns
    - 3) Photo feature
    - 4) White space
    - 5) Centrespread
    - 6) Magazine advertisements.
  - II. Critically evaluate the Public relation magazines of the State and Central Governments.
  - III. Write a film review on any film you viewed recently.
  - IV. Discuss the new trends in college magazines in Kerala.
  - V. Compare any two magazines of your choice in terms of content, treatment and design.
  - VI. The new media such as mobile phones, laptops and social media are likely to be a powerful influence on magazine culture in future. Discuss.
  - VII. Give a historical overview of the origin and growth of magazines.
-