



M 14836

Reg. No. : .....

Name : .....

**II Semester M.C.J. Degree Examination, July 2008**  
**CJ 203 : FEATURE WRITING AND MAGAZINE JOURNALISM**

Time : 3 Hours

Max. Marks: 80

***Instruction :** Answer **five** questions including question No. **I**. They carry **equal** marks.*

- I. Write short notes on **any four** of the following :
    - a) Precision journalism
    - b) Blurbs
    - c) Down sizing
    - d) Sevanti Ninan
    - e) Niche markets
    - f) House style
    - g) Copy fitting.
  - II. Discuss the principles of feature writing in comparison with writing fiction.
  - III. Critically analyse and explain the adaptation of writing to suit specific audience.
  - IV. Write a 750-word profile of any sportsperson of your choice.
  - V. Suggest a new content format for a general interest magazine in Malayalam.
  - VI. Identify the principle of designing the cover page and content pages of a special-interest magazine.
  - VII. Describe some of the technical and non-technical factors to be considered in picture selection for magazines.
  - VIII. Assess the contribution of film reviews to boosting the 'box-office' value of a film.
  - IX. "It has to sell the general concept of the publication as well as to reflect, through its design, the intellectual level of the editorial content". Comment with respect to magazine editing.
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