

Name

M 10541

Reg. No.

SECOND SEMESTER M.C.J. DEGREE EXAMINATIONS, JUNE 2005

CJ 203

FEATURE WRITING AND MAGAZINE JOURNALISM

Time : 3 Hours

Max. Marks: 80

Part I

(6x3=18 marks)

Answer any FIVE questions including question no. I.

They carry EQUAL marks.

- I. Write short notes on any **FOUR** of the following:
a) flash cards b) infographics c) advertorials
d) coverlines e) e - zines f) copy fitting
 - II. Explain with examples the considerations before designing the cover page of a magazine.
 - III. Bring out the difference between newspaper and magazine reporting with appropriate examples.
 - IV. 'The news magazines in India have become redundant and are on the verge of vanishing'. Comment.
 - V. Define photo feature and explain the reasons why magazines, of late, are turning into 'Visual' ones.
 - VI. Explain the production techniques of a colour magazine.
 - VII. Write a 400-word review of a book you have recently read.
 - VIII. Select a magazine of your choice and critically examine its appearance and contents. Also suggest ways to improve it.
 - IX. Discuss the distinct characteristics of magazine editorials vis-a-vis Newspapers.
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