

Reg. No. : .....

M 13539

Name : .....

**II Semester M.C.J. Degree Examination, June 2007**  
**CJ.203 : FEATURE WRITING AND MAGAZINE JOURNALISM**

Time: 3 Hours

Max. Marks: 80

*Instructions: Answer five questions including question no. I. They carry equal marks.*

- I. Write short notes on **any four** of the following :
    - a) Bastard measure
    - b) Teasers
    - c) Lift out-quote
    - d) Process colour
    - e) Ascender and descender
    - f) Quartos
    - g) Info boxes.
  - II. 'Any approach to design has to be communicative and not decorative' – How far this opinion can be applied in the designing of Magazines ?
  - III. Bring out the characteristics and nature of features being used in magazines.
  - IV. How far fictional elements can be effectively used in magazine writing ? Explain with examples.
  - V. Define editorial. Also explain the types of editorials.
  - VI. Write a 500-word review of a fiction you have recently read.
  - VII. Explain the seven key elements of design in magazines and why they are being used.
  - VIII. Which production technique is most suited to a film magazine ? Why ?
  - IX. What reasons do you attribute to the dwindling of magazine circulation in India ?
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