



M 19466

Reg. No. :

Name :

**Second Semester MCJ (Regular/Supplementary) Degree Examination,
June 2011
(2009 Admn.)**

CJ : 202 – MAGAZINE JOURNALISM

Time : 3 Hours

Max. Marks : 60

Answer question **VII** and **four** others. **All** questions carry **equal** marks.

- I. List the different genres of magazines and specify the characteristics of each. **12**
 - II. Critically analyse the visual impact of any special- interest magazine in terms of visual conventions. **12**
 - III. Describe the process of copy editing a magazine in conformity to its house style. **12**
 - IV. With a suitable example, explain the essential elements of a film-review. **12**
 - V. Discuss the feature writing techniques adopted by a journalist in search of an emotional or social reality. **12**
 - VI. Briefly describe trends in magazine journalism while discussing the technological challenges faced by Indian magazines. **12**
 - VII. Write short notes on **any four** : **(4×3=12)**
 - 1) Fanzines
 - 2) Blurb
 - 3) Reportage
 - 4) Ad- get features
 - 5) Repertoire buyers
 - 6) Ghost writer
 - 7) Logo.
-