

Reg. No

Name

17P3638

M. A. DEGREE END SEMESTER EXAMINATION- OCTOBER-NOVEMBER 2017

SEMESTER 3 : MASTER OF COMMUNICATION AND JOURNALISM

COURSE : 15P3MCJT11 ; MAGAZINE JOURNALISM

(For Regular - 2016 admission)

Time : Two Hours

Max. Marks: 50

Section A

Answer any 5 (2 marks each)

1. Business magazines
2. Career magazines
3. Overprint
4. ABC
5. National Geographic
6. EPW
7. Balarama
8. Mathrubhumi Weekly

5 x 2 (10)

Section B

Answer any 5 (4 marks each)

9. Relevance of science and technology journals
10. What do you think is the future of online magazines?
11. Explain the Principles of Magazine Editing
12. Things to keep in mind before taking up photography assignment for a magazine
13. How does look and feel of the magazines influence the readers?
14. Are the newsstand sales of magazines declining? What can be the reasons and remedies?
15. Write about three major Malayalam magazines from different categories:
16. Explain the role played by Women's magazines in the social and cultural context of Kerala.

5 x 4 (20)

Section C

Answer any 2 (10 marks each)

17. Explain the impact of the virtual world in the thought process of ordinary man:-
18. Give the content plan for a current affairs magazine to be published after two weeks.
19. Give suggestions and plan for a feature in a Health Magazine.

2 x 10 (20)