

Reg. No .....

Name .....

20P3038

**M. A. DEGREE END SEMESTER EXAMINATION - OCT/NOV 2020: JAN 2021**

**SEMESTER 3 : COMMUNICATION AND JOURNALISM**

**COURSE : 15P3MCJT11 : MAGAZINE JOURNALISM**

*(For Regular - 2019 Admission and Supplementary - 2015/2016/2017/2018 Admissions)*

Time : Two Hours

Max. Marks: 50

**PART A**

**Answer any 5 (2 marks each)**

1. What is E-publishing?
2. Define sensitivity and attitude.
3. What is Double truck ?
4. What is non paid circulation ?
5. Briefly explain on 'Filmfare'
6. Write a short note on Times Magazine.
7. Write a short note on Mathrubhumi Weekly.
8. Write a short note about Kamal Ram Sajeev.

**(2 x 5 = 10)**

**PART B**

**Answer any 4 (5 marks each)**

9. Explain the relevance of science and technology journals.
10. Explain the role of a magazine designer in magazines.
11. How does look and feel of the magazines influence the readers?
12. State the major characteristics that make magazines the favourite medium for advertisers.
13. Skills required for a business magazine editor.
14. Analyse the emerging trends in Malayalam online magazine publishing.
15. Write a short note on Pachakkuthira Magazine.

**(5 x 4 = 20)**

**PART C**

**Answer any 2 (10 marks each)**

16. Imagine that you are doing a cover story of a magazine on a famous Indian writer. Identify a contemporary writer and list at least 15 questions you would ask the person for an interview.
17. Write a cover story on 'Covid in Kerala' on a current affairs magazine.
18. Write about 5 major publishing houses and their magazines in India.
19. The ethos of metropolitan womanhood is foregrounded in VANITHA magazine. Do you agree with this statement? Why?

**(10 x 2 = 20)**