

Reg. No

Name

23P2026

M. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION
COURSE : 21P2MCJT06 : MAGAZINE JOURNALISM AND FEATURE WRITING
(For Regular - 2022 Admission and Supplementary - 2021 Admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. Describe briefly on Internet magazines. (U)
2. What is meant by visual power of magazines? (U)
3. Write a short note on film magazines. Give an example. (U)
4. What are cartoons? Name any one cartoonist and the magazine in which his/her cartoon appears. (U)
5. What is the meaning of the term 'annual frequency'? (U)
6. What are illustrations? Give examples. (U)
7. What is a historical feature? Give its peculiarities. (U)
8. What you mean by deadline in magazine journalism? (R)
9. Write a short note about Arun Shourie. (U)
10. Write a note on travelogue feature. (U)

(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. Write a short note on Pachakkuthira Magazine. (U)
12. How does look and feel of the magazines influence the readers? (An)
13. What are the different types of infographics? (U)
14. Why types are important in magazine pages? (An)
15. What are pull quotes? How do they help in magazine design? (E)
16. Write a note on the competitive landscape of print media market. (E)
17. Tablets and mobile phones are the future determinants of magazine culture. Evaluate. (E)
18. Write a note on the different types of articles in a magazine. (E)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. A periodical is a strategic informational and cultural institution. Discuss. (E)
20. Discuss the techniques of writing a good feature story. (E)
21. Compare the layouts of two leading magazines. (E)
22. Elaborate on the print media industry in 21st century. (E)

(5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.
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Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;