M. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024
SEMESTER 2 - JOURNALISM AND MASS COMMUNICATION
COURSE : **21P2MCJT06 - MAGAZINE JOURNALISM AND FEATURE WRITING**
(For Regular - 2023 Admission and Improvement/Supplementary 2022/2021 Admissions)

Duration : Three Hours   Max. Weights: 30

PART A
Answer any 8 questions   **Weight: 1**

1. Write a note on How-to-do-it feature.   (U)
2. Write about the contributions of M. T. Vasudevan Nair as an editor.   (U)
3. Give the differences between features and factual news writing.   (U)
4. What is a farm magazine?   (R)
5. What is 'verified subscription'?   (U)
6. Write a note on 'Femina'.   (U)
7. What are Tabloids? Give an example.   (R)
8. What is principle of continuity?   (U)
9. Briefly write on Automobile magazines. Give an example also.   (U)
10. What is principle of symmetry?

                                                                            (U)

                                                                  (1 x 8 = 8)

PART B
Answer any 6 questions   **Weights: 2**

11. What is 'flat plan'? Illustrate with an example of an insice page plan. (R)
12. Write a short note on Video Magazines.   (U)
13. Explain briefly any four types of photo editing.   (U)
14. Suggest a few creative ways to find new readers or to increase
    circulation for an existing magazine.   (Cr)
15. Explain the fundamental rules for designing a digital magazine.   (An)
16. What is a photo feature? Analyse its uses in a magazine.   (An)
17. Malayalam weekly magazines contributed to the high literacy rate of the
    State of Kerala. Do you agree? Why?   (E)
18. Explain the skills required for a business magazine editor.   (E)

                                                                 (2 x 6 = 12)

PART C
Answer any 2 questions   **Weights: 5**

19. Discuss the recent trends in magazine publishing in content, design and
    platform.   (E)
20. Explain the contribution of magazines in socio-cultural development of the
    country.   (E)
21. What are your remarks on magazine photography and recent trends?   (E)
22. Explain and differentiate between the different types of feature stories. (U)

                                                                 (5 x 2 = 10)

OBE: Questions to Course Outcome Mapping

CO	Course Outcome Description	CL	Questions	Total Wt.

Cognitive Level (CL): Cr - CREATE; E - EVALUATE; An - ANALYZE; A - APPLY; U - UNDERSTAND; R - REMEMBER;