

Reg. No

Name

25P2027

M. A. DEGREE END SEMESTER EXAMINATION- APRIL 2025
SEMESTER 2 : JOURNALISM AND MASS COMMUNICATION
COURSE : 24P2MCJT06 : MAGAZINE JOURNALISM AND FEATURE WRITING
(For Regular - 2024 admission)

Duration : Three Hours

Max. Weights: 30

PART A

Answer any 8 questions

Weight: 1

1. Write a short note on Cho Ramaswamy. (U)
2. What is ABC ? What is its importance in magazine publishing? (U)
3. What are caricatures? (U)
4. What is a featurette? Give any two other names of it. (U)
5. What do you mean by current affairs magazines? Give an example. (U)
6. Define sensitivity and attitude, and describe their role in shaping the tone and content of magazine article. (U)
7. What is a Column? Give any two examples from magazines. (R)
8. What are the differences between a book and a magazine? (U)
9. What is Sunday Magazine? What type of articles are included in it usually? (U)
10. What is principle of continuity? (U)

(1 x 8 = 8)

PART B

Answer any 6 questions

Weights: 2

11. Why is magazine a favourite medium for advertisers? (E)
12. Explain the significance of agriculture magazines in India. (An)
13. Explain the fundamental rules for designing a digital magazine. (An)
14. Differentiate between General Interest Magazines and Specialised Magazines. (U)
15. How does look and feel of the magazines influence the readers? (An)
16. Explain the elements of a feature story page in a magazine. (An)
17. Explain the concept of 'Visual hierarchy' in magazine layout, and how it guides the reader's attention? (U)
18. Explain the challenges faced by political magazines in India in maintaining editorial independence and objectivity. (U)

(2 x 6 = 12)

PART C

Answer any 2 questions

Weights: 5

19. Explain the different types of articles in a magazine. (E)
20. Explain the different types of magazines and their specialities. Give examples of each. (An)

21. a. Photo editing is an art and craft for effective communication. Explain. (An)
 b. What are the various techniques used to edit and enhance photographs for publication in magazines?
22. Socio-political factors often influence the content of literary magazines. (E)
 Explain with an example.
- (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;