



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :

Name :

Third Semester Career Related B.A. Degree Examination, November 2015

First Degree Programme under CBCSS

Core Course – IV: (Journalism and Mass Communication & Video Production)

AUJC341: Magazine Journalism

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. The word ‘magazine’ comes from the French word _____, which means “store” or “shop”.
2. Line of type indicating author – ship is _____.
3. A large initial letter at the start of the text that drops in to the line or lines of text below _____.
4. Two facing pages at middle of a magazine / newspaper _____.
5. Caption / headline on a magazine cover is called as _____.
6. ‘Madhurachooral’ is a column published in _____ weekly.
7. ISSN is the abbreviation of _____.
8. Someone who writes for a magazine occasionally without officially being a member of the magazine's staff is known as _____.
9. In printing terms, what does GSM stand for ?
10. The editor of a popular magazine who recently published his autobiography titled ‘Lucknow Boy A Memoir’ is _____.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. E – zine.
12. The Newyorker.

P.T.O.

13. In – flight magazine.
14. Sidebar.
15. Frontline.
16. Infographics.
17. Bhashaposhini.
18. Adobe InDesign.
19. Profile.
20. Blurb.
21. Outlook.
22. Shankar’s Weekly.

(8 × 2 = 16 Marks)

SECTION – C

*Short essay type : Answer any **SIX** questions, each not less than 120 words.*

23. Briefly discuss the defining features of magazines.
24. ‘The print version and the online version of magazines complement each other. Comment.
25. What are the different types of features ?
26. What is brite ?
27. Briefly explain the organizational structure of a medium – sized magazine.
28. Critically review a popular column in a magazine of your choice.
29. What are the basic ingredients of a fiction – book review ?
30. How is a feature different from an article ?
31. What is a photo – essay ?

(6 × 4 = 24 Marks)

SECTION – D

*Long essay type : Answer any **TWO** questions, each not less than 300 words.*

32. Elucidate the different types of magazines with examples.
33. Explain the different categories of feature leads with examples.
34. What are the principles of magazine design ? Explain the importance of cover design in contemporary magazine making.
35. Review a film running on cinemas near you.

(2 × 15 = 30 Marks)

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