



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :

Name :

Third Semester Career Related B.A. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course – IV: (Journalism, 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. Who is the Editor of *The Week* ?
2. Time magazine is published from which country ?
3. “Amazing Anecdotes” was the selling point of _____ magazine.
4. *Champak* is the magazine published in _____ language.
5. Name the magazine by which V.T. Thomas was famous for.
6. Aroon Purie is linked to which magazine group ?
7. *Kerala Calling* is published by which department ?
8. *Pachakkuthira* magazine in Malayalam is published by _____.
9. A magazine published within an organization is called _____.
10. Extracts from feature set in larger type in page layout is called _____.

(10 × 1 = 10 Marks)

SECTION – B

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

11. Embargo
12. Sanserif
13. Screamer
14. Pyramid

15. Catchword
16. Dummy
17. Columnist
18. Wing copy
19. Film fare
20. House style
21. Pitching Ideas
22. Accreditation

(8 × 2 = 16 Marks)

SECTION – C

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

23. Visual sense is the essential quality of a magazine editor – Elucidate.
24. Discuss the steps involved in publishing a fashion magazine.
25. Good columns are backbones of magazines – Critically evaluate quoting examples.
26. Sports magazines demand a vibrant lay out in designing – Comment.
27. What are the characteristics of Features ?
28. Typography plays a vital role in magazine production – Analyze with examples.
29. Little Magazines in Malayalam has a powerful history – Narrate.
30. Discuss the free make up concept in Magazines.
31. Compare two online magazines in their form and content.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Analyze various types of magazines with examples.
33. Discuss the steps involved in designing a magazine.
34. Plan a magazine with the theme based on US Presidential election. Also justify your selection of items.
35. Explain the art of feature writing and write a feature on Indian performance in the last Olympics.

(2 × 15 = 30 Marks)

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