



M 21647

Reg. No. :

Name :

II Semester M.C.J. Degree (Reg./Sup.) Examination, June 2012
(2009 Admn. Onwards)
CJ 202 : MAGAZINE JOURNALISM

Time: 3 Hours

Max. Marks : 60

Answer question **VII** and **four** others. **All** questions carry **equal** marks.

- I. Assess the growth of magazine journalism in the context of globalisation.
- II. Discuss the relevance of the cover design of any magazine of your choice and explain how it sells the general concept of the publication.
- III. Explain the role of a magazine editor with respect to cover story selection and the editorial mix.
- IV. What are the principles of book reviewing ? How does it differ from criticism ?
- V. 'A good feature is a creative work of art.' Discuss with reference to how a writer controls facts.
- VI. Explain the process of picture editing and discuss the non-technical factors considered in picture selection for a magazine.
- VII. Write short notes on **any four** :
 - 1) Style book
 - 2) Cover mount
 - 3) Freelance
 - 4) Profile
 - 5) Blogs
 - 6) Paparazzi
 - 7) Imprint.

(5×12=60)