



K21P 0735

Reg. No. :

Name :



**II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.) Examination, April 2021
(2016 Admission Onwards)
MCJ2C06 : MAGAZINE JOURNALISM**

Time : 3 Hours

Max. Marks : 60

Instruction: Answer question I and **four** others. ***Each*** question carries ***equal*** marks.

- I. Write short notes on **any four** of the following.
 - 1) Freebies.
 - 2) The Week.
 - 3) Defamation.
 - 4) PR Magazines.
 - 5) Flat-plan.
 - 6) House style.
 - II. "The prime function of magazine page design is to get the copy read". Explain the basic principles of magazine design and layout.
 - III. Delineate the essential elements of a film review.
 - IV. Describe the origin and growth of magazines.
 - V. Detail various software used for magazine design.
 - VI. Elucidate narrative journalism.
 - VII. "The internet has saved some struggling print magazines from disappearing". Do you agree with the statement ? Substantiate your viewpoint.
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