



U8326

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

JOURNALISM AND MASS COMMUNICATION

UK1DSCJMC 104- MAGAZINE JOURNALISM

Academic Level: 100-199

Time: 2 Hours

Max. Marks: 56

Part A.**Answer All Questions, Objective Type. 1 Mark Each.****(Cognitive Level: Remember/Understand) 6 Marks. Time: 5 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
1.	Sky boxes	Remember	To familiarize various design elements of magazine.(ModuleIII)-CO2
2.	Captions	Remember	To familiarize various content of magazine. (ModuleIII) –CO2
3.	Bleed	Understand	To familiarize with the various design strategies used in magazines to save space.(Module IV)-CO3
4.	Sans serif fonts	Understand	To understand various fonts used in magazines. (Module III) – CO1
5.	Travelogue	Understand	To familiarize types of magazines (Module I)-CO1
6.	Centre spread	Understand	To familiarize various layout designs.(Module III &IV)-CO2

Part B.**Answer All Questions, Two-Three sentences. 2 Marks Each.****(Cognitive Level: Understand/Apply) 10 Marks. Time: 20 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
7.	What is scientific magazine?	Understand	Understand the writing style of scientific magazine, its purpose, design, content, etc. (Module I)-CO1

8.	Write about news magazines.	Understand	Understand the writing style of news magazine, its purpose, design, content, etc. (Module I)- CO1
9.	Write the importance of white space in magazines.	Apply	To familiarize the role of white space in a magazine. (Module III) – CO3
10.	Suggest five story ideas for a business weekly published in Kerala for its next issue.	Apply	To familiarize the content creation. (Module III)- CO3
11.	Role of cartoons and caricatures in magazine journalism	Apply	To familiarize interesting content or satirical content for magazine.(Module III)- CO3

Part C.

Answer all 4 questions, choosing among options within each question.

Short Answer. 4 Marks Each. (Cognitive Level: Apply/Analyse) 16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
12.	A) What are the unique characteristics of magazine writing? How it is different from writing for newspapers. OR B) Write ten tips for conducting an interview with the dignitary for a magazine	Apply	To familiarize various writing styles and good in topic selection.(Module I) – CO1 To familiarize interview techniques and the creation of various questions for magazine interview – CO2
13	A) Describe the importance of cover design. OR B) Photojournalism is the cornerstone of magazine journalism. Comment	Apply	To familiarize various cover page design elements and its importance.(Module IV)- CO4 To understand the importance of photograph in magazine journalism. (Module III)- CO2
14.	A) Analyse various contents of sports magazines and its form. OR B) Analyse the scope of magazine journalism in Kerala, its new appearances and choice of topics for the magazine.	Analyse	To familiarize the content creation (Module III) – CO2 To familiarize the content creation layout and design. (Module III & IV)- CO4
15.	A) Explain the different styles in feature writing. OR B) Analyze the difference between a newspaper and a magazine.	Analyze	To familiarize various writing styles of feature stories. (Module III) – CO2 To familiarize the major differences between magazine and newspaper. These differences help to adopt different writing styles for newspaper and a magazine.(Module II)- CO1

Part D.

Answer all 4 questions, choosing among options within each question.

Long Answer: 6 Marks Each.

(Cognitive Level: Analyse/Evaluate/Create) 24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome (CO)
16.	A) Critically analyse two general interest Malayalam magazines. OR B) Analyze the role of a photojournalist in a magazine.	Analyse	To familiarize the different content used in these magazines. Helps to analyze design process, layout strategies, writing styles, typography, infographics, etc. (Module I, III & IV).-CO3 To familiarize the role of different personalities within a magazine organization. (Module III)-CO2
17.	A) Smart phones are the future determinants of magazine culture. Evaluate this statement on the basis of the future trends in the magazine industry. OR B) Evaluate the importance of various visual elements of page design.	Evaluate	To familiarize the current trends in magazine journalism.(Module II) – CO3
18.	A) Evaluate the striking differences between a general interest and special interest magazines. OR B) Evaluate the technological changes adapted by the magazines to compete with other media.	Evaluate	To familiarize the major differences between general interest magazine and special interest magazines. These differences help to adopt different writing styles as well as content for each magazines.(Module I)-CO1 To familiarize the current trends in magazine journalism.(Module II) – CO3
19	A) Write a cover story on the recent positive trends in Malayalam industry for the next issue of a Film magazine published from Kerala. OR B) Prepare a book review for the next issue of a literary magazine.	Create	To create new ideas for magazine content-especially for cover story.(Module I,III,&IV) – CO4 To create new ideas for magazine content. (Module III)-CO2