



M 17731

Reg. No. :

Name :

Second Semester M.C.J. Degree Examination, July 2010
CJ 202 : MAGAZINE JOURNALISM
(2009 Admission)

Time: 3 Hours

Max. Marks: 60

Instructions : Answer Question VII and four others.
All questions carry equal marks.

- I. Examine the origin and growth of magazines with special reference to Indian Magazines.
 - II. 'The best editors are those who understand a visual language'. Elaborate.
 - III. Discuss the concept of i-mags and explain how they create niche markets.
 - IV. Explain with an example how a film review helps to promote public support for a film.
 - V. Discuss the different types of features and outline the characteristics of each.
 - VI. Discuss the visual context of magazine design in relation to the three elements of text, photography and white space.
 - VII. Write short notes on **any four** :
 - 1) Standfirst
 - 2) Flatplan
 - 3) Citizen journalist
 - 4) Ad-ed ratio
 - 5) Centrespread
 - 6) Vox pop
 - 7) Magloid.
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