

FOURTH SEMESTER M.C.J. DEGREE EXAMINATION, MARCH 2020

(CUCSS)

M.C.J.

MCJ 4C 15—FEATURE WRITING AND MAGAZINE EDITING

Time : Three Hours

Maximum : 36 Weightage

Answer Question 1 and four others.

Part A

1. Write short notes on any *six* of the following. Each question carries 2 weightage :

- (a) Pull quote.
- (b) Picture editor.
- (c) News reports.
- (d) Types of features.
- (e) Market for features.
- (f) Special audience magazine.
- (g) Magazine editing.
- (h) Writing features.

(6 × 2 = 12 weightage)

Part B

Answer any four questions.

Each question carries 6 weightage.

- 2. Critically evaluate the page design of a popular Indian magazine and discuss the merits to attract the reader.
- 3. What is the strategy involved in writing article ? Illuminate writing columns for special interest.
- 4. How the designer fulfils the aesthetic and technical needs of producing special audience magazine ?
- 5. Why Magazine format is very important to deliver the content effectively ? Enlighten with an example.

Turn over

6. Illustrate the focus of a magazine feature article. In addition, how it is covering a special event, place or person in detail ?
7. We come across many types of feature articles, which may creatively focus or newsworthy, but what is achieved through feature articles ?
8. What is the prospect of picture editing and selection in the magazine ? How it is important now ?
9. Write a review of a theatre performance for a special audience magazine, which you have seen.

(4 × 6 = 24 weightage)