

D 42484

Name.....

Reg. No.....

FOURTH SEMESTER M.C.J. DEGREE EXAMINATION, JUNE 2018

(CUCSS)

M.C.J.

MCJ 4C 15—FEATURE WRITING AND MAGAZINE EDITING

(2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Answer Question 1 and four others.

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

- (a) Angle.
- (b) Centrespread.
- (c) Webzines.
- (d) Cover mount.
- (e) Dummy.
- (f) Gatefold.
- (g) Photo essay.
- (h) Marketing feature.

(6 × 2 = 12 weightage)

*Answer any four questions.
Each question carries 6 weightage.*

- 2. Elucidate the recipe for a feature.
- 3. Discuss the new trends in magazine journalism.
- 4. A film review while arousing curiosity should sustain suspense. Explain.
- 5. The challenges involved in writing a newspaper report are different from the challenges faced while writing a feature for a magazine. Elucidate.
- 6. Write a review in about 500 words of a book you have recently read.
- 7. Differentiate the content and presentation between a general interest magazine and a special audience magazine.
- 8. Explain with recent examples the considerations while designing the cover page of a magazine.
- 9. Elaborate the role of the editor in the publication of a magazine.

(4 × 6 = 24 weightage)