**TEMPLATE4**

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| **University of**  **Kerala** |  | |
| Discipline: |  | Time: 2 Hours (120 Mins.) |
| Course Code:UK1DSCJMC 104 |  | Total Marks: 56 |
| Course Title: Magazine Journalism |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions (Cognitive Level: Remember/Understand)

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| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 1. | Nut graph | Remember | To familiarize various writing styles (Module III)-**CO1** |
| 2. | Proof reader | Remember | To familiarize the functions of various personalities in a magazine organization. (Module III)-**CO2** |
| 3. | Masthead | Understand | To understand various elements in the cover pages of a magazine (Module IV) .-**CO4** |
| 4. | Bleed | Understand | To familiarize with the various design strategies used in magazines to save space.(Module IV)-**CO3** |
| 5. | Ghost writing | Understand | To familiarize various practices of magazine writing.(Module III) –**CO1** |
| 6. | Middle piece | Understand | To familiarize various contents in a magazine.  (Module III)-**CO2** |

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions (Cognitive Level: Understand/Apply)

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| **Qn. No.** | **Question** | **Cognitive Level** | **Course Outcome (CO)** |
| 7. | What is Gossip column | Understand | To familiarize various contents in a magazine.(Module III)-**CO2** |
| 8. | What is Literary Magazine | Understand | To understand types of magazines.  (Module I )-**CO2** |
| 9. | Suggest five story ideas for national sports weekly for its next issue | Apply | To generate new ideas for the contents of sports magazine.  (Module III)-**CO2** |
| 10. | Proper selection of fonts is an important element of page design. Comment | Apply | To familiarize various fonts (typography) and its usage as well as importance in magazine design.  (Module IV)-**CO3** |
| 11. | Identify the contents of a magazine. | Apply | To create contents for magazines.  (Module III)-**CO2** |

Part C. 16 Marks. Time: 35 Minutes

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

(Cognitive Level: Apply/Analyse)

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| 12. | ‘A good magazine is like a buffet dinner’ – comment.  OR  Write a brief outline of the process of magazine designing. | Apply | To familiarize various content and writing styles of a magazine.  (Module III&IV)-**CO2**  To familiarize various aspects of design. (Module III &IV-**CO3** |
| 13. | How do magazines adapt technological changes to compete with other media? Explain.    OR  Write a magazine article on ‘Swatch Bharath’. | Apply | To familiarize new technological changes in the field of magazine journalism. It helps them to create trending magazine design ideas. (Module III & IV) – **CO3**  To create content, do editing, picture selection, etc.. apt for the story or article.  (Module III & IV)-**CO3** |
| 14. | Analyse various magazine writing styles.    OR  Analyse the importance of cartoons and illustrations in magazines. | Analyse | To familiarize various writing styles followed in magazine writing. (Module III &(V) –**CO1**  To familiarize various magazine content.(Module III)-**CO2** |
| 15. | Analyse the trend in infographics used in today’s current affairs magazine.  OR  Analyze the trends in cover pages seen in today’s current affairs magazines. | Analyze | To familiarize various magazine content.(Module III) –**CO2**  To familiarize the designing of cover pages for a magazine. (Module IV**)- CO4** |

Part D. 24 Marks. Time: 60 Minutes

Long Answer. 6 Marks Each. Answer all 4 questions, choosing among options within each question.

(Cognitive Level: Analyse/Evaluate/Create)

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| **Qn. No.** | | **Question** | | | | **Cognitive Level** | | **Course Outcome (CO)** | |
| 16. | | Analyse the history of magazine journalism in India.    OR  Analyse the scope of magazine journalism in Kerala, its new appearances and choice of topics for the magazine. | | | | Analyse | | To familiarize oldest magazines, writing styles, etc. Helps to explore latest trends in magazine writing, designing process, latest magazines, etc. (Module II).-**CO1**  To familiarize the content creation layout and design.  (Module III &IV)-**CO3** | |
| 17. | | Evaluate the difference between the magazine and newspaper reporting with examples.  OR    Critically evaluate the importance of film reviews in magazines. | | | | Evaluate | | To familiarize different writing style.(Module-II)-**CO1**  To familiarize different content.(Module III)-**CO3** | |
| 18. | | Critically evaluate the role of health magazines in creating awareness among public on health issues.  OR  Select one general interest magazine and special interest magazine of your choice and evaluate the difference between them. | | | | Evaluate | | To familiarize role of various special interest magazines and its content.(Module III)-**CO3**  To familiarize the difference between general interest magazines and special interest magazine. It help to create content wisely.(Module I)-**CO1** | |
| 19. | | Write a cover story for the new generation trends in media. Categorize your story with different age groups logically. Assume you are an editor of women’s magazines in Kerala.  OR  Plan a magazine that needs to hit stands day after tomorrow. Explain the logic of selecting each element | | | | Create | | To familiarize to write cover story for various subjects.(Module IV)-**CO4**  To familiarize various magazine content, design process, lay out, editing, typography, infographics , cover page design, etc.(Module III &IV)- **CO3** | |
| **Cognitive Level** | | **Marks** | **Percentage** | **Course Outcomes** | | **Marks** | **Percentage** |
| Remember | | 2 | 3.6 |  | |  |  |
| Understand | | 8 | 14.3 |  | |  |  |
| Apply | | 14 | 25.0 |  | |  |  |
| Analyse | | 14 | 25.0 |  | |  |  |
| Evaluate | | 12 | 21.4 |  | |  |  |
| Create | | 6 | 10.7 |  | |  |  |
| **TOTAL** | | **56** | **100** | **TOTAL** | | **56** | **100** |