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Total pages: 04

SARDAR PATEL UNIVERSITY

SY – BA (ADVANCED) JOURNALISM AND MASS COMMUNICATION

SEMESTER-IV

PAPER CODE : UA04EEJM02

DATE : 19/04/2016

PAPER TITLE : NICHE AND MAGAZINE JOURNALISM

DAY : TUESDAY

TIME : 02.30 P.M. TO 04:30 P.M.

MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Which of the following is not a magazine of The Times Group?			
a) Filmfare	b) Verve	c) The Illustrated Weekly of India	d) Femina
2) Given below are two statements in context of magazines. Assertion (A) and Reason (R). Study and answer Assertion (A): One single copy of a magazine issue passes through hands of more than one reader Reason (R): The actual readership of magazines will always be more than the number of copies sold			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
3) Which of the following does not hold true in context of magazines?			
a) Magazine stories mostly comprise of features—can also be news	b) Magazine = Journal	c) Magazine is called 5 th estate as it is majorly confined to a specific section of society	d) Salaam India is a Hindi magazine
4) In some extreme cases, magazine stories can go without a lead			
a) True		b) False	
5) Given below are two statements. Study and answer (i) New media includes TV programs, feature films, books, magazines, or paper based publications without the need to enable digital interactivity (ii) There are platforms online combining internet accessible digital text, images and video with web links, creative participation of contributors and so on			
a) Only (i) is true	b) Only (ii) is true	c) Both (i) and (ii) are true	d) Both (i) and (ii) are false
6) Find the odd one out- Salaam India, Champak, Sandarbh, Lonely Planet			
a) Salaam India	b) Champak	c) Sandarbh	d) Lonely Planet
7) Which of the following is not a magazine of Tourism and Travel?			
a) HATT News	b) Lonely Planet	c) Voyager's World	d) Boulevard India
8) Given below are two statements. Study and answer (i) The Free Press Journal is odd from the lot: <i>Business Standard, Deccan Chronicle, The Free Press Journal, Economy India</i> (ii) Shekhar Gupta is odd from the lot: <i>Jitesh Pillai, Krishna Prasad, Shekhar Gupta, Anuradha Mahindra</i>			
a) Both (i) and (ii) are true .	b) Both (i) and (ii) are false	c) Only (i) is true	d) Only (ii) is true

<p>9) Given below are two statements in context of magazines. Assertion (A) and Reason (R). Study and answer</p> <p>Assertion (A): The content of general interest magazines cannot be fun to read as it has to cater to one and all, with different kinds of likes and interests</p> <p>Reason (R): General interest magazines provide information on various topics along with lots of pictures</p>			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
10) Which of the following triplets is a misfit?			
a) Frontline, Vibe India, Savvy	b) Woman's Era, Beauty, Cosmopolitan	c) ArunPoorie, Philip Mathew, Tanya Chaitanya	d) Nandan, Salaam India, Swarajya
11) Which of the following is true?			
i) Elle is a woman magazine			
ii) Krishna Prasad is the editor-in-chief of The Week			
a) Only i) is true	b) Only ii) is true	c) Both are true	d) Both are false
12) Which of the following holds true for writing a magazine story?			
a) Research using sources and facts	b) Lead, body, conclusion	c) Only one of a) and b)	d) Both a) and b)
13) Ideally, which of the following is not a difference between newspaper and magazine?			
a) Deadline	b) Lead, Body, Conclusion	c) Circulation	d) Masthead/Headline
14) Entertainment, viewpoint promotion and product sale are the main ideas behind which of the following type of magazines?			
a) Human Interest	b) Scholarly	c) Sensational	d) General Interest
15) Rail Bandhu, a magazine distributed By Indian Railways comes under which type of circulation?			
a) Retail	b) Subscription	c) Selective	d) None of these

<p>Q2 (I): While driving from Bengaluru to Goa along with your family for a vacation for 4days, you happened to cross a place named Gokarna on the West coast of India, some 100kms before Goa. You and your family members thought it to be 'mini-Goa'. You simply loved the place and decided to explore the same instead of going to <i>conventional</i> Goa. After the vacation, you decided to share the experience with travel enthusiasts, especially the ones looking for something new. Write a <u>travelogue</u> along with the headline, sub-head (if needed), and a description of pictures of the place to compliment your piece</p>	15
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OR

<p>Q2 (II): Assume yourself to be a freelancer working for a travel magazine. Since you belong to Gujarat, your editor-in-chief wants you to submit an exclusive and unconventional piece that aims to increase tourism in those places of Gujarat which are NOT popularly known as tourist destinations. Since you know the state more than the editor, you are free to choose the city/town/place that you want to write on keeping in mind the creativity level. Write a <u>travel feature</u> along with the headline, sub-head (if needed), and a description of pictures of the place to compliment your piece</p>	15
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Q3 (I): Write a magazine cover story on the following guidelines. Also describe what other pictures can be used for the story

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Headline: KEEPING IT REAL

Sub-head: *Bollywood steps into biopic season with an ever-evolving audiences' blessings*



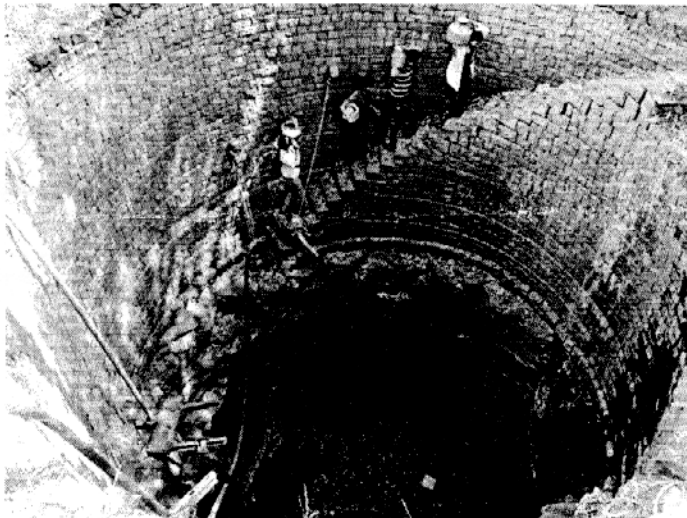
OR

Q3 (II): Write an exclusive special story on the following guidelines. Also describe what other pictures can be used for the story

15

Headline: LATUR- THE GREAT THIRST

Sub-head: *Unfortunately, the scarcity has more to do with the administration's callous attitude than to nature*



Q4 (I): Given below are few cover pictures of magazine stories. Also given is the headline along with them. Give the picture a caption and a lead paragraph of the story in 70-100 words for any three

15



1.

Pop Patriot



2.

Yes She Khan !



3.

Daddy Cool



4.

Catching Up With God

OR

Q4 (II): Write an exclusive magazine feature on the following guidelines

Headline: A VILLAGE THAT'S ALWAYS PLOTTING ITS NEXT MOVE

15

Sub-head: One man's passion for the 64-squares game became a village craze that rooked the booze



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