

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
JOURNALISM III: PRACTICAL PROJECT (IJM 2103)
JANUARY 2004 EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Section **A** is Compulsory.
2. Answer **any three** questions on Section **B**.
3. Start each answer on a new page
4. Poor spelling and grammar will be penalised.

SECTION A (COMPULSORY)

1. A local businesswoman is interested in publishing a magazine for women in Zimbabwe. What advice would you give to her on:
 - (a) The content of the magazine? [15 marks]
 - (b) Design of the magazine? [10 marks]
 - (c) Marketing and distribution? [15 marks][Total 40 marks]

SECTION B: ANSWER THREE QUESTIONS

2. Using specific examples from Zimbabwe, describe the major differences between magazines and newspapers. [20 marks]
3. In your opinion, is **Trends** magazine as trendy as its name suggests? Discuss this statement, using examples from past issues you have studied. [20 marks]
4. Outline reasons why there are few magazines on the Zimbabwean media market as compared to South Africa. [20 marks]
5. Magazines should be sensitive to the changing needs of their readership. With the aid of one local and one international magazine show how these strive to fulfil the needs of their readership. [20 marks]

