

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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

**INSTRUCTIONS TO CANDIDATES**

1. Answer **any four** questions.
2. Poor spelling and grammar will be penalised.
3. Start each answer on a new page.

1. (a) Why are contents pages necessary for all magazines? Describe how important they are in determining the personality of magazines?  
[10 marks]
- b) Why are visuals important for magazines? What is the difference between visuals used in magazines and those used in newspapers?  
[15 Marks]
2. Describe the major differences between magazines and newspapers. [25 Marks]
3. Assume you want to produce a magazine aimed at young people in Bulawayo's tertiary institutions.
  - a) Describe the steps you would take to plan and develop your material considering your target audience.  
[15 Marks]
  - b) Suggest any three columnists you would approach and give reasons for your answer.  
[10 Marks]
4. Compare and contrast any two Zimbabwean magazines of your choice.  
[25 Marks]
5. Zimbabwean Magazines are poorly produced as compared to other international magazines. Discuss this statement using examples from magazines you have studied.  
[25 Marks]
6. Using examples from magazines you have studied, show the difference between commercial and non-commercial magazines.  
[25 Marks]

