

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

JOURNALISM III – PRACTICAL PROJECT (IJM 2103)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Section A is **compulsory**.
- ii) Answer **any three** questions from section B.
- iii) Poor spelling and grammar will be penalised.
- iv) Start each answer on a new page.

SECTION A: COMPULSORY

Question 1

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 set up the magazine. [ 8 marks]
- b) Considering the readership of the magazine, outline some of the design, content and language techniques you will need to use to ensure the success of the magazine [12 marks]
- c) Suggest any three columnists you would approach and give reasons for your decision.

[ 5 marks]

TOTAL: [25 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

- a) Why are contents pages necessary for all magazines? Describe their importance 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]

TOTAL: [25 marks]

Question 3

Describe the major differences between magazines and newspapers.

[25 marks]

**Question 4**

“The collapse of *Parade* can be attributable to reasons other than poor editorial content.” Discuss this statement giving reasons for your answer. **[25 marks]**

**Question 5**

Compare and contrast *Trends* magazine and *The Club* magazine (Edgars) in terms of audience, style, design and distribution.

**[25 marks]**

**Question 6**

Using examples from magazines you have studied, discuss the difference between commercial and non-commercial magazines. **[25 marks]**