

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 2005 SUPPLEMENTARY EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

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

SECTION A: COMPULSORY

Question 1

A local businessman is interested in publishing a magazine for professional women in Zimbabwe. What advice would you give to him on:

- a) the content of the magazine? [15 marks]
- b) advertising strategy? [15 marks]
- c) sales and distribution? [10 marks]

TOTAL: [40 marks]

SECTION B: ANSWER THREE QUESTIONS

Question 2

Outline reasons why there are so few magazines on the Zimbabwean media market as compared to South Africa. [20 marks]

Question 3

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]

Question 4

Discuss the key steps in designing a magazine and say how these are different to those newspaper design? [20 marks]

Question 5

What steps would you take to carry out a survey on *Nust Dialogue* in terms of readership and advertising market? [20 marks]

Question 6

Discuss why magazines have higher circulation figures when compared to newspapers.
[20 marks]