

**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 2006 SUPPLEMENTARY EXAMINATION  
TIME ALLOWED: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Section A is **compulsory**.
2. Answer **any three** questions from section B.
3. Start each answer on a new page.
4. You will be penalised for poor spelling and grammar.

**SECTION A: COMPULSORY**

**Question 1**

You have been engaged as the new editor of the Chronicle. Management informs you that the newspaper's print run has dropped from 30 000 to 15 000 per month during the past six months. Advertising and readership have also dwindled to unprecedented levels.

Using this information, how would you advise management to improve the following:

- |                |                   |
|----------------|-------------------|
| a) Contents    | [10 marks]        |
| b) Print run   | [10 marks]        |
| c) Advertising | [10 marks]        |
| d) Circulation | [10 marks]        |
| <b>TOTAL:</b>  | <b>[40 marks]</b> |

**SECTION B: ANSWER ANY THREE QUESTIONS**

**Question 2**

Magazines and newspapers have different characteristics. Describe in detail the major differences between magazines and newspapers with specific reference to publications you have studied in Zimbabwe. [20 marks]

**Question 3**

You have been commissioned by the National University of Science and Technology to launch the university community magazine.

- |   |                   |
|---|-------------------|
| a) Describe what steps you would take to launch a successful publication. | [10 marks]        |
| b) What are the major setbacks you are likely to encounter?               | [10 marks]        |
| <b>TOTAL:</b>   | <b>[20 marks]</b> |

#### **Question 4**

Planning and developing print material for a newspaper needs team work.

a) Define the role of the editorial, advertising and finance departments in producing quality material for a magazine. [10 marks]

b) In your opinion, what other departments are involved in magazine production? [10 marks]

**TOTAL: [20 marks]**

#### **Question 5**

Cover design and layout play a crucial role in the marketing of magazines and newspapers.

Discuss the validity of this statement with specific reference to magazines and newspapers in Zimbabwe. [20 marks]

#### **Question 6**

A Zimbabwean publisher is planning to produce a business magazine. What would be your advice in terms of:

a) Title [ 5 marks]

b) Contents [ 5 marks]

c) Distribution and Marketing [ 5 marks]

d) Advertising [ 5 marks]

**TOTAL: [20 marks]**