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UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMB 425

COURSE TITLE: CONTEMPORARY MAGAZINE PUBLISHING

DATE: 2RD AUGUST, 2023

TIME: 2.00 - 4.00PM

INSTRUCTION TO CANDIDATES

Answer Questions. Come with CD/DVD to save your final project.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE - COMPULSORY (30 MARKS)

The newspaper and magazine publishing industries are made up of several departments that work together to produce a publication, whether it is in print or electronic form. Explain the magazine organizational structure and functions.

QUESTION TWO (20 MARKS)

Identify and evaluate effective design principles for magazine production.

QUESTION THREE (20 MARKS)

Giving examples from the Kenyan magazine industry discuss **Five** ways in which you adhere to legal and ethical standards in magazine production in the country.

QUESTION FOUR (20 MARKS)

Explain the nature and process of contemporary magazine production.

QUESTION FIVE (20 MARKS)

Producing a news story requires good interview skills. Discuss **Five** most effective steps you can use to interview sources and generate stories for the Nairobi law monthly magazine.