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UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF
BACHELOR OF JOURNALISM AND MASS
COMMUNICATION

COURSE CODE: JMB 425

COURSE TITLE: CONTEMPORARY MAGAZINE PUBLISHING

DATE: 21ST NOVEMBER, 2022

TIME: ~~2.00~~ 4.00PM ^{8.30}

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

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

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Explain FIVE reasons why it is ideal to have audience segmentation in magazine production. (10 marks)
- b) Highlight FIVE reasons why magazines use photographs and cartoons in their publications. (10 marks)
- c) Discuss any FIVE advantages magazines have over newspapers. (10 marks)

QUESTION TWO (20 MARKS)

Explain any FIVE elements of makeup used by editors to attract the attention of the readers.

QUESTION THREE (20 MARKS)

Discuss FIVE importance of editing and page make-up in magazines.

QUESTION FOUR (20 MARKS)

The magazine cover page serves several purposes. It sells the brand, it has to be visually appealing and different from the other cover pages on the newsstand in order to attract readers. Discuss the anatomy or features of the magazine cover page.

QUESTION FIVE (20 MARKS)

Discuss FIVE challenges of the magazine industry in Kenya.