



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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University Examinations 2023/2024

THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BCJ 3351: FEATURES AND MAGAZINE WRITING

DATE: APRIL 2024

TIME: 2 HOURS

1. INSTRUCTIONS: Answer Questions ONE and any other TWO Questions

QUESTION ONE (30 MARKS)

- a) Explain the following concepts as used in magazine and feature writing;
- i. Editing (2 Mark)
 - ii. Proofreading (2 Marks)
 - iii. Headline (1 Mark)
- b) What are the five differences between editing a new story and a feature (5 Marks)
- c) Discuss the five types of plagiarism. (10 Marks)
- d) What purpose does a headline serve (10 Marks)

QUESTION TWO (15 MARKS)

- a) Magazines are created to serve a distinct niche and target different audiences. In this regard, discuss five various types of magazines and explain possible audiences which they can target. (10 Marks)
- b) What is your understanding of the inverted pyramid in news writing? (10 marks)

QUESTION THREE (20 MARKS)

- a) Editing in print media involves the design, Discuss any FIVE elements of design in magazine production. (15 Marks)
- b) Highlight FIVE types of lead used in the feature (5 Marks)

QUESTION FOUR (20MARKS)

a) The magazine industry is regarded as unsteady in the face of technology and stiff competition from other forms of media, discuss. (10 Marks).

b) State five salient attributes that distinguish a magazine from other forms of print media. (10 Marks)

QUESTION FIVE (20MARKS)

a) Elaborate on the ethical considerations you would keep in mind as an editor of diverse types of media content. (10 Marks).

b) Discuss five categories of feature articles based on genres, such as lifestyle, entertainment, or investigative journalism (10 Marks).