



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

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

COURSE CODE: JMC 421

COURSE TITLE: CONTEMPORARY MAGAZINE PUBLISHING

DATE: 18TH JANUARY, 2022

TIME: 11.00AM -1.00PM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE - COMPULSORY (30 MARKS)

- a) Highlight any FIVE factors that influence gate-keeping activities in a magazine (10 marks)
- b) Explain FIVE reasons why its ideal to have audience segmentation in magazine production (10 marks)
- c) Explain FIVE reasons why magazines use photographs and cartoons in their publications. (10 marks)

QUESTION TWO (20 MARKS)

Discuss any FIVE common styles of writing used by the magazines in their presentation of articles.

QUESTION THREE (20 MARKS)

Discuss FIVE ethical issues editors contend with during production of magazines.

QUESTION FOUR (20 MARKS)

- a. Discuss FIVE importance of editing and page make-up in magazines.
- b. List FIVE different types of page make-up or page design.

QUESTION FIVE (20 MARKS)

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