



Inspiring Innovation and Leadership

KARATINA UNIVERSITY
UNIVERSITY EXAMINATIONS
THIRD YEAR, SECOND SEMESTER EXAMINATION
2023/2024 ACADEMIC YEAR

FOR THE DEGREE OF:
BACHELOR OF SCIENCE IN COMMUNICATION AND
PUBLIC RELATIONS

COURSE CODE: CCM 314

COURSE TITLE: MAGAZINE PRODUCTION AND
PUBLISHING

DATE: 19TH APRIL, 2024

TIME: 9.00-11.00AM

INSTRUCTION TO CANDIDATES

Answer Four Questions. Question One is Compulsory.

CCM 314: MAGAZINE PRODUCTION AND PUBLISHING

Instructions: Answer Four Questions. Question One is Compulsory.

1. As a practical task in this course, you are assigned to produce and publish a magazine aligned to the field of Communication and Public relations. In order to produce the first edition of the magazine, you are tasked on the following.

- a). Propose a title for the magazine. (2 marks)
- b). Identify three categories of audience you are writing for. (3 marks)
- c). In 250 words, write an informative article to be published in this Magazine. (10 marks).
- d). Demonstrate how you will structure your magazine. (10 marks)

2. (a). Explain the relationship between mission statement, editorial policy and house style. (6 marks).

(b). Looking at the history and the contemporary state of magazine production and publishing, describe how magazine articles, photographs, and advertisements have changed over time. (9 marks).

3. (a). Assuming you work for an organization producing a magazine on fashion and design. Giving reasons, demonstrate five magazine publishing trends to consider when publishing a magazine. (10 marks).

b). Explain the role of Photographs in magazine production (5 marks)

4. (a). Describe the process of copy flow in magazine production. (10 marks)

b). Explain three sources of revenue for magazines. (3 marks)

c). Briefly explain the purpose of a magazine cover page. (2 marks).

5. (a). Competition in the magazine industry is becoming stiffer. Every publication now competes for the people's attention. The advent of the electronic and the digital media is not helping matters either. Today also, the competition is not only in terms of content but also in aesthetics. And, any medium that attracts and sustains the attention of the readers is the one that would make it to the next level. Demonstrate five page make up elements employed by editors to make the pages look better and attractive during magazine production. (10 marks).

b). Magazines fill our daily lives. Citing examples from the Kenyan based magazines, describe five types of magazines that you have encountered in your life. (5 marks).

6a). Discuss five legal and ethical issues that an editor will consider while editing a magazine. (10 marks).

b). Describe a headline of a magazine. (5 marks).