

UNIVERSITY OF ESWATINI
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SECOND SEMESTER 2020/2021
EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: MAGAZINE EDITING AND PRODUCTION
COURSE CODE: JMC 418
TIME ALLOWED: THREE (3) HOURS

INSTRUCTIONS:

1. ANSWER ANY THREE (3) QUESTIONS.
2. ALL QUESTIONS CARRY 20 MARKS.
3. THIS PAPER CONSISTS OF TWO (2) PAGES, COVER PAGE INCLUDED.

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

ANSWER QUESTION 1 ANY OTHER TWO (2) QUESTIONS FROM THE LIST BELOW

QUESTION 1

Assume you are the writer of the feature story attached as Annex 1 that may be published in the November 2021 issue of *Hayley* magazine. Rewrite the article using any other format than the Question and Answer one.

20 MARKS

QUESTION 2

Critically analyse the multi-faceted role of an Editor in the magazine publishing industry.

20 MARKS

QUESTION 3

Analyse the techniques that successful magazines employ to attract readers, especially digital or online publications.

20 MARKS

QUESTION 4

Compare and contrast reader-funded and advertiser-funded magazines.

20 MARKS

QUESTION 5

Describe five phases in the life-cycle of a magazine.

20 MARKS

QUESTION 6

Develop a 2-3 page proposal for publishing a magazine that you will present to potential advertisers, detailing the following:

- Idea behind the magazine,
- Focus of the magazine, including title and slogan,
- Type and medium,
- Target audience,

- Focus or theme for the content,
- Funding mechanism,
- Proposed layout and design of cover page,
- Research plan on audience's media consumption patterns.

20 MARKS

ANNEX 1 – DRAFT FEATURE STORY

Sitting in one of the many Vibes recording studio's I am welcomed by the strong stench of coffee and cigarettes, mixed with the overwhelming aroma of the 'Loverdose Tattoo' perfume. After waiting for a reasonable amount of time I begin to question where Zara has gotten to when the door suddenly flies open- "Sorry I'm late!" Zara begins, falling through the studio door half laughing, half conscious of her punctuality, "I was looking around and lost track of time..." She smiles.

Q: Your debut album, *Untitled Album*, has flew off the shelves. What, or who, inspired you to write your songs?

As a child I had a difficult up bringing because my father was an alcoholic, which sort of answers the rumours from critics. My mum found it hard to cope and it would always be me looking after my younger brothers, so music was an escape from that lifestyle that I led from a very young age. It seems a bit cliché but one of my messages in my lyrics is trying to prove that it really does change my daily routine by knowing that my guitar is there to confide in if everything gets a bit too much – which features in my debut single "Repaired Wings". In terms of artists, oh God, there are loads! Erm, the likes of Lana Del Rey, Blink 182 and Mumford and sons were massive inspirations. I love their style of music and love them equally as people- they're so genuine and live for what they enjoy doing which is music.

Q: You grew up in a small village in Leeds, what's it like to finally become noticed?

Its great y'know, I know a lot of my friends were also trying to become noticed and have their big break, I was just so lucky that I was spotted on YouTube when I was, by a company that have faith in me, so I really don't want to let them down. [Beams]

Q: In your opinion, how would you describe your music?

I feel a lot of songs are quite pointless – some have no meaning or story behind the lyrics and seem focused on irrelevant and stupid things. I feel my music has a particular focus on real life and problems that people face; don't get me wrong though, my music isn't depressing! [Giggles]

Q: As an upcoming artist, what are your main goals? What are you looking forward to?

[Breathes] I know it sounds kind've cheesy, but I really want people who have experienced the same crap as me to be able to relate to the lyrics and find some comfort to know other people have gone through it too and they're not alone. I want to help. I'm looking forward to performing live, weirdly, a lot of artists despise it, but there's something really special and adrenalin pumping about performing in front of people. I've done a few small scale gigs and really enjoyed it.

Q: What artist would you compare yourself to?

Ideally, I wouldn't compare myself to any other artist. Every artist is different and enticing to their fans in different ways but having said that if I wanted to be compared to an artist by fans or critics I'd love to be compared to Lana Del Rey. She's so individual in what she does and doesn't let anyone alter her decisions, she's a woman who knows what she wants and can justify every action or move of her music career.

Source: <http://hayleymusicmagazinee.blogspot.com/2014/11/feature-article-draft-copy.html>