

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

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

**INSTRUCTIONS:**

1. ANSWER THREE (3) QUESTIONS ONLY.
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 AND ANY OTHER TWO (2) QUESTIONS BELOW.**

**QUESTION 1**

Critically analyse the role of an Editor in magazine production and publishing.

**20 MARKS**

**QUESTION 2**

Analyse the phases below in the life-cycle of a magazine:

- Concept Phase
- Test Phase
- Funding Phase
- Launch Phase
- Growth Phase

**20 MARKS**

**QUESTION 3**

Describe five considerations that an Editor needs to make to attract magazine advertising. What magazine advertising techniques can be employed to attract readers?

**20 MARKS**

**QUESTION 4**

Elaborate on the five- step process involved in planning a magazine and apply them to a magazine concept of your choice.

**20 MARKS**

**QUESTION 5**

Develop a 2-3 page plan for writing a feature article for the December 2021 issue of a newly launched women's magazine, *Imbali*, which is targeted at Eswatini female youth.

**20 MARKS**

**QUESTION 6**

Critically analyse the layout and design of the cover of the October 2021 issue of *Food Network* magazine on page 3.

**20 MARKS**



**food**  
NETWORK  
**magazine**

Bake something new!



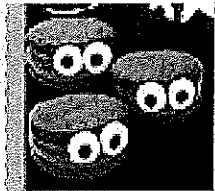
IRA'S  
CHEESE PUFFS



MAHEET'S  
FLATHEAD



BEIJAMINA'S  
CARROT CAKE



THE CUTEST  
HALLOWEEN  
TREATS

# Cozy Fall Cooking

47 Recipes for  
FEEL-GOOD FOOD

HAPPINESS IS...  
a Midwestern  
Casserole

LET'S MAKE  
Pumpkin  
Babka!

Molly Yeh  
IS OUR  
GUEST  
EDITOR!