

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SOCIAL SCIENCES & HUMANITIES
DEPARTMENT OF COMMUNICATION SCIENCE

Programme: Bachelor of Communication Science Hons. Degree
(HBCom.Sc)

JUN 2024

HJ 210: Feature and magazine writing **DURATION: THREE HOURS**

INSTRUCTIONS TO CANDIDATES:

- Answer **Three (3)** questions ONLY.
- All questions carry equal marks (100)
- Errors in grammar, punctuation and spellings will be penalized
- Credit will be given for clear, well organized and coherent answers

Questions

1. Journalists are eyes and ears of the general public and features tend to reflect this.
(Anonymous). Discuss. (100)
2. Examine the social and economic benefits of advertising in a magazine. (100)
3. Critically evaluate the role of ethics in and integrity magazine advertisements. (100)
4. The projection and objectification of women in magazines is an unfair selling practice.
(Anonymous). Discuss. (100)
- 5 Identify and explain how reception theory or theories assist in newswriting for a
magazine. (100)

End of Paper