

Time: 2 & ½ hours

Total Marks: 75

**Instructions:**

1. Figures to the right indicate full marks.
2. All questions are compulsory.
3. Illustrate your answers with suitable examples.

**Q1. Case Study**

(15 marks)

Good lifestyle journalists are wordsmiths – Substantiate this statement.

- A. Explain the break-up of audiences which are crucial for a Lifestyle journalist.
- B. You have been assigned to bring out a special edition on the occasion of Eid / Diwali. How would you create lifestyle stories to suit your audiences? Write a summary of 5 features that you will create for your special edition.

**Q. 2. Answer the following:**

A. If you had to interview a documentary film-maker OR influencer, write out 10 questions that you would ask the interviewee. Also write out a suitable introduction to the personality. (8 marks)

B. Mention some cardinal rules of writing a good lifestyle feature. Where will you get story ideas for lifestyle writing? Give suitable examples. (7 marks)

**OR**

C. If you had to interview a Sports personality, write out 10 questions that you would ask. Also write out a suitable introduction to the personality. (8 marks)

D. Discuss the 4 types of narrative writing? Which do you prefer and why? (7 marks)

**Q.3. Answer the following:**

A. Write a short feature on the Kala Ghoda Arts Festival and state what you would keep in mind while using photos and graphics. (8 marks)

B. Discuss two eminent travel bloggers. Write an "off-beaten track" destination blog for Lonely Planet in about 500 words. (7 marks)

**OR**

C. Write a Restaurant review for the Food Food Channel. Give a suitable heading and also mention what videos you would use for your story. (8 marks)

D. Write a 'How-to guide' for solo women travellers for the In-flight magazine of Go-Air. What kind of photos would you select to support your story? (7 marks)

**Q.4. Answer the following:**

- A. Discuss Reebok's blog that looks at fashion branding. (8.marks)
- B. Discuss the statement – 'Genderless fashion means there's a fit for everyone'. Use suitable hashtags for fashion that blurs gender-lines (7 marks)

**OR**

- C. Discuss the different types of Labels and how they impact lifestyle journalism. What would you keep in mind if you were asked to cover Lakme Fashion Week? Discuss the instructions you would give to your photographer (8 marks)
- D. Discuss how you would create a fashion feature story idea for a magazine, to demonstrate 'fashion identities of both men and women are blurring along with traditional fashion identities. If you had to write the same for an e-magazine, what hashtags would you use with the story? (7 marks)

**Q. 5. Write short notes on any three of the following:** (15 marks)

- A. Critique
- B. Travel writing
- C. Use of pictures in lifestyle journalism
- D. Garden and Home décor magazines
- E. Signature labels and fashion.

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