

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 journalism is all about storytelling'. Substantiate this statement with adequate examples.

A. Explain the break-up of audiences which are crucial for a Lifestyle journalist.

B. You have been assigned to bring out a special digital edition on the occasion of Press Freedom Day celebrated on 3rd May OR International Day of Families ON 15th May. 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 criminal layer OR a Social Media influencer, write out 10 questions that you would ask the interviewee. Also write out a suitable introduction to the personality.

**(8 marks)**

B. With a relevant example discuss how can lifestyle writers use personal experiences, cultural observations, and community insights to formulate story ideas?

**(7 marks)**

**OR**

C. If you had to interview a Scientist OR an Economist, 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 any upcoming Music or Film Festival in your city 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. Features commonly use creative leads. Discuss the leads with appropriate examples.

**(7 marks)**

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

A. Discuss Reebok's blog that looks at fashion branding.

**(8 marks)**

B. Are there any ethical considerations a lifestyle journalist should keep in mind When balancing portrayals of elite and mass lifestyles? Discuss with suitable examples.

**(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 Indian Bridal 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. Book reviews

B. Travel writing

C. Use of graphics & infographics in lifestyle journalism

D. Garden and Home décor magazines

E. Signature labels and fashion