

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: MAC 326

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MAC 326: MAGAZINE PRODUCTION AND MANAGEMENT

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1. A. List 10 Corel Draw Tools and explain briefly the function of each in magazine design and layout.
2. Explain three ways a news magazine be registered to assure the audience of its authenticity
3. Explain four parts of a feasibility study for the establishment of a typical weekly news magazine.
4. Describe two ways an investor can raise funds to finance a magazine.
5. Describe three ways that marketing brings income for a magazine.
6. Does owning a printing machine an asset to a magazine publisher or not?
7. Explain the staff recruitment process in a magazine publishing house.
8. What is involved in the equipment procurement for a magazine publisher?
9. What are the things you consider when coming out with the editorial policy for a magazine?
10. What factors determine the location of a magazine publishing business?
11. Explain three types of magazine ownership.
12. What are the ethical issues involved in magazine journalism.
13. Distinguish objectivity and fairness in respect fo magazine journalism.
14. What is sedition?
15. Magazine or newspaper: which do you prefer and why?
16. Is Tell Magazine truly a national news magazine in Nigeria?
17. Which do you prefer: *Newswatch*, *Tell* or *The News* and why?
18. Compare *Stream Magazine* with *Forbes Woman*!
19. How do you publish a magazine on the web?
20. How do you draw visitors to your webzine or e-zine?

ANSWER

1. The **Pick** tool lets you select and size, skew, and rotate objects.
The **Shape** tool lets you edit the shape of objects.
The **Smudge brush** tool lets you distort a vector object by dragging along its outline.
The **Roughen brush** tool lets you distort the outline of a vector object by dragging along the outline.
The **Free transform** tool lets you transform an object by using the **Free rotation**, **Angle rotation**, **Scale**, and **Skew** tools.
The **Crop** tool lets you remove unwanted areas in objects.
The **Knife** tool lets you cut through objects.
The **Eraser** tool lets you remove areas of your drawing.
The **Virtual segment delete** tool lets you delete portions of objects that are between

intersections.

2. The trademark and logo registration.
ISSN Registration
National Library registration.
3.
 - The Market. This part defines who the target audience of the magazine will be. This will contain the demographic details of the audience, income, etc.
 - Management Team.
 - Production System and Plan
4. Through Bank Loans and Personal savings.
5.
 - Regular advertising
 - Circulation and distribution
 - Special projects
6. Hint: Answer in the affirmative. Outsourcing the printing of magazine is cost intensive. Owning a machine saves a lot of cost.
7. Staff recruitment is essentially the responsibility of the management of the publishing house headed by the publisher. The management can undertake the recruitment by itself or contract it out to a management consultant. Each departmental head can also be asked to hire personnel into his or her department. Recruitment is carried out based on external and internal factors. External includes level of education, attitude towards work, laws and regulations on employment etc. internal includes editorial policy of the organization, tasks to be performed, technology available, reward system etc.
8. Equipment procurement involves the setting up of mainly computer for word processing and editing and the printing system. Procurement is affected by the need of the organization, availability of operators to operate the equipment, training, consumables, overheads, maintenance, etc.
9. Editorial Policy is the basic framework determined by the publisher and his editorial board to shape the character of the magazine contents and distribution. In coming out with a policy the following should be considered:
 - The objectives of the magazine
 - The readership
 - Environmental variables such as laws, political trends, competitors, etc.
10. Location for business relates to building, leasing or renting of adequate office accommodation to run the magazine publishing business. The following should be taken into consideration when securing office space:
 - Proximity to the target audience

- Raw material source
- Nearness to Labor