



ICM

SEPTEMBER 2015

DIGITAL TV & RADIO JOURNALISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
- b) Answer Question 1, which is compulsory, and then any FOUR of the remaining questions
- c) All questions carry equal marks. Marks for each question are shown in []

1. Write short explanations of the following TEN words or abbreviations:

- a) Contempt of court
- b) Double jeopardy
- c) Model release
- d) Stet
- e) Filler
- f) Bold
- g) Blow up
- h) Rehash
- i) Mug shot
- j) Wire service

[2 each]

2. Search engine optimisation is vital in writing headlines for web pages.

- a) Explain what is meant by **search engine optimisation**.
- b) Which EIGHT of the following headlines conform to this principle?
 - i South Africa farmers fear drought
 - ii Greece to quit EU
 - iii Death of elder statesman
 - iv USA to curb Mexican immigrants
 - v Bombers patrol Mediterranean
 - vi Arab head of state gravely ill
 - vii Ronaldo named sportsman of the decade
 - viii African nations boycott world cup
 - ix World boxing champion admits drug taking
 - x Big rise in Greek debt
 - xi Venue chosen for next Olympics
 - xii South Africa devalues currency
 - xiii Major oil strike in Sahara
 - xiv Samba Boys win club trophy
 - xv Excellent harvest results

[4]

[2 each]

3. You are working on the newsdesk of a national newspaper when you receive a sensational and exclusive story. You publish three editions each night and face fierce competition from other news outlets – broadcasting and print. Name FOUR options you have.

[5 each]

- a) What is a readability index?
- b) Give FOUR reasons why it is relevant in editing for multi-media outlets.

[4]

[4 each]

5. In the newsroom you receive the following agency message from Reuter two minutes before the station's hourly newscast ends:

Terrorists have attacked a central London polling station. First reports say several dead. Many injured.

- a) You have a minute to write something for the presenter. What do you write?
- b) What are your next FIVE actions?

[10]

[10]

continued overleaf

6. As a researcher you are asked to prepare questions for a chat show host who is to interview the German chancellor, Angela Merkel. List TEN questions you would suggest to the interviewer. [20]
7. Describe TEN areas of life that provide a regular supply of news. [2 each]
8. In deciding the running order for a selection of stories in a news broadcast or any other media outlet, name TEN points you would consider. [2 each]