



ICM

SEPTEMBER 2015

FREELANCE & FEATURE WRITING

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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Sending a spec to an editor is not usually recommended. However, there are certain recognised circumstances where it is considered acceptable to send specs. Explain what these circumstances are. [20]
 2. Journalists are able to draw on a wide variety of sources of feature articles. Analyse the main sources of feature articles. [20]
 3. Set out and explain the contrasting approaches that should be used to review documentaries and films. [20]
 4. Write notes on the use of TWO of the following in feature articles, using examples to support the answer:
 - a) Humour
 - b) Inspirational ideas
 - c) Accurate nostalgia[20]
 5. Set out and analyse the stages involved in developing a feature article from the idea stage to publication. [20]
 6. Linking techniques are recognised as being a key tool available to a freelance journalist. Review the main linking techniques, supporting your answer with examples. [20]
 7.
 - a) Explain what a **schematic outline** is. [4]
 - b) Draft a schematic outline for a feature article on the challenge of crop production in a changing world climate. [16]
 8. Making a pitch to an editor is a challenging task for any freelance journalist. Explain how a freelance journalist should prepare for and make a pitch. [20]