



# ICM

SEPTEMBER 2015

INTRODUCTION TO 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 [ ]
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1. Write short definitions or explanations of the following TEN items:
    - a) Splash
    - b) Banner
    - c) Earpieces
    - d) Foreign copytaster
    - e) Garamond
    - f) Ethics
    - g) Comic sans
    - h) Citizen journalist
    - i) Spread
    - j) Broadsheet

[2 each]
  2. Give TEN topics that would be suitable as a newspaper splash or lead item on a news broadcast. 

[2 each]
  3. As a reporter for a radio or television station, what do you understand by these guidelines?
    - 'The station says nothing'
    - 'Balance is essential'

Give your reasons in not more than 100 words. [20]
  4. In any code of conduct give FOUR of the five principal points concerning the handling of stories involving children. 

[5 each]
  5. Which TEN qualities would you expect to find in a news editor? 

[2 each]
  6. In using photographs to support evidence for an investigative report, what information would you need to present regarding the pictures? 

[20]
  7. Blogs, tweets, Facebook entries and similar social networking outlets are currently used by some publications to enhance their coverage of news events. In the event of an action for defamation, would the journal or radio station be held liable for any damages if the action were successful or would it be just the originator of the material? In your answer also explain the benefits and drawbacks of using such material. 

[20]
  8. If you were unable to get a staff job as a reporter which TEN actions would you need to take to become a successful freelancer? 

[2 each]