



# ICM

SEPTEMBER 2015

MAGAZINE 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. Define or explain what is meant by the following terms:
    - a) Gutter
    - b) Saddle stitched
    - c) Syndicated material
    - d) CPT
    - e) Gravure
    - f) ©
    - g) Waste factor
    - h) Size of an A6 page
    - i) 300dpi
    - j) Low res

[2 each]
  2. You have a readership interested in celebrities. You are asked to present some ideas.
    - a) Describe FIVE international celebrities who have contributed most to the world of sport, and why. [4 each]OR
    - b) Describe FIVE show business personalities who have contributed most to world entertainment, and why. [4 each]
  3. You are the features editor of a general interest magazine and in charge of forward planning. Your editor wants to run regular features (e.g. crosswords). List TEN ideas for him to consider. [2 each]
  4. You are part of a team planning a new parenting magazine. Draw up a list of TEN standard features you would like to run in each issue. Give brief reasons for your choices. [2 each]
  5. Name FIVE qualities you would consider essential for the chief feature writer of a magazine for teenage girls and FIVE qualities you would require from the editor of a topical magazine dealing with economics and world affairs. [2 each]
  6. Give a headline of TWO lines EACH of 15-20 characters for the article below and reduce it from 273 words to 160 words.

Along the blue green waters of the Coral Sea off the Australian coast of Queensland lies the Great Barrier Reef, one of the wonders of this world of ours visible clearly from outer space.

It is the world's largest coral reef system composed of over 2,900 individual reefs and 900 islands stretching for over 2,300 kilometres over an area of approximately 344,400 square kilometres (133,000 sq miles). The reef is located in the Coral Sea, off the coast of Queensland, Australia.

The Great Barrier Reef can be seen from outer space and is the world's biggest single structure made by living organisms. This reef structure is composed of and built by billions of tiny organisms, known as coral polyps. It supports a wide diversity of life and was selected as a World Heritage Site in 1981.

A large part of the reef is protected by the Great Barrier Reef Marine Park, which helps to limit the impact of human use, such as fishing and tourism. Other environmental pressures on the reef and its ecosystem include runoff, climate change accompanied by mass coral bleaching, and cyclic population outbreaks of the crown-of-thorns starfish. According to a study published in October 2012 by the Proceedings of the National Academy of Sciences, the reef has lost more than half its coral cover since 1985.

*Question 6 continues overleaf*

The Great Barrier Reef has long been known to and used by the Aboriginal Australian and Torres Strait Islander peoples, and is an important part of local groups' cultures and spirituality. The reef is a very popular destination for tourists, especially in the Whitsunday Islands and Cairns regions. Tourism is an important economic activity for the region, generating over \$3 billion per year. [20]

7. Magazine management requires intelligent management and clearly defined goals for staff, for the publication to be successful. Explain the acronym SMARTER as applied to this function. [20]
8. Name and explain FIVE editorial categories in a general interest magazine which would be likely to appeal to advertisers and why. [20]