



# ICM

SEPTEMBER 2015

MEDIA & SOCIETY

**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. Give brief definitions of the following terms:

- a) Surety
- b) Bail
- c) Entrapment
- d) Phone taps
- e) Paparazzo
- f) Red top
- g) CNN
- h) Podcast
- i) Citizen journalist
- j) Berliner

[2 each]

2. An elderly and long-retired politician is alleged to have been corrupt while in office. The evidence is strong and there is a public clamour for him to be stripped of honours and made to appear in court. However, it appears that people in high places may have been involved in a cover up and his defence counsel says he is too ill to appear in court. What FOUR actions should an editor take before making a decision whether or not to write a leader on the subject?

[5 each]

3. For nearly 50 years Britain received only Public Service Radio and TV Broadcasting from the BBC, funded by a licence fee. Now there are many channels, funded by advertising and subscription and a vigorous lobby is demanding that the BBC should be reduced to half of its size with a consequent reduction in the licence fee.

Write 100 words in support of the status quo and 100 words against.

[10 each]

4. More and more media outlets are making use of polls and surveys as editorial copy. Name FOUR factors which should be investigated before placing any credence on the result of a poll or survey and why.

[5 each]

5. Globalisation first began when the Chinese invented paper but enormous technical strides in communication have produced an incredible acceleration. Describe how the following FIVE inventions have contributed to this phenomenon in terms of entertainment and news:

- a) Films
- b) Telephone
- c) Radio
- d) TV
- e) Internet/www

[4 each]

*continued overleaf*

6. The Code of Practice, drawn up by the Society of Editors, defines press self-regulation. It gives the industry a firm set of principles and a clear framework within which it can address complaints from members of society. Leading topics covered include:
- Accuracy
  - Opportunity to reply
  - Privacy
  - Harassment
  - Intrusion into grief
  - Children
  - Children in sex cases
  - Hospitals
  - Reporting crime
  - Discrimination
- In a few words describe how journalists must observe EACH of these qualities. [2 each]
7. Explain how the following colours influence media text in either film or TV advertising:
- a) Black
  - b) Red
  - c) Green
  - d) White
- [5 each]
8. Define EACH of the following terms in a few words:
- a) Greenwashing
  - b) Chic flic
  - c) Hypertext
  - d) MMS
  - e) Social psychology
  - f) Spin
  - g) USP
  - h) Vox pop
  - i) Romcom
  - j) Reality TV
- [2 each]