



ICM

SEPTEMBER 2015

SUB-EDITING & DESIGN

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 definitions of the following terms, giving examples where applicable:
- a) Century schoolbook
 - b) Justified setting
 - c) Kerning
 - d) Update
 - e) Appellant
 - f) Delayed intro
 - g) Kicker
 - h) House puff
 - i) P1 x ref
 - j) Portrait
- [2 each]
2. A member of the British royal family was accused of having sex with a call girl. A total denial of the claim was issued by the press office of the royal family despite the person concerned being photographed with a number of different girl friends since his divorce. A picture of the member of the royal family was published alongside a headline which read: "I did not have sex with that woman."
As an editor, would you have published that headline? Give reasons why you would have published it and reasons why you feel it should not have been published. [20]
3. You have been appointed sports editor of your newspaper and have limited staff. However, you wish to cover around 20 minor league soccer games each week. Describe how you would solve this problem. [20]
4. You are a revise sub-editor and it is your job to correct the following examples of circumlocution:
- a) In the mean time
 - b) Because of the fact that
 - c) The leather sphere hit the net
 - d) At this moment in time
 - e) At some time in the future
 - f) The time was 3 p.m. in the afternoon
 - g) The colours purple and yellow will be the choice of this season
 - h) The fire-ravaged store will be open for business on Monday
 - i) Apart from the fact that
 - j) During the course of
- [2 each]
5. Design plays an important part in dissemination of news. Given the task of launching a new tabloid mid-market daily newspaper, which FOUR elements would you need to consider when establishing a pleasing format? [20]

continued overleaf

6. The advertising sales department has asked the editor to include a piece of editorial from the material supplied below. You have been asked to do the job in THREE very concise paragraphs with a maximum of 150 words.
- Through the five year forward review the National Health Service has clearly stated its intention to reshape care and support to meet the changing needs of our population. In the next year this will be illustrated by a number of new models of care, which will be tested through a number of prototype communities. During their implementation these localities known as Vanguard systems will promote new approaches for care, design and delivery that have been developed to meet the needs of local populations. These fall into four types of care model:
- A Multi-speciality community providers that provide out of hospital services
 - B Integrated primary and acute care systems through vertical integration of services
 - C Viable smaller hospital testing options to focus on key services or new organisational forms. This model will pick up Dalton Review models, e.g. shared networks and franchises
 - D Enhanced health care in care homes through connections with health care services
- All these models aim to make health, care and support services more accessible, more responsive and more effective for patients and to help accelerate the implementation of these services provided by locally-owned community-focused models. A team of three experienced health professionals is being recruited to lead the programme. More details can be found by emailing nhs@jobs.uk.
- The NHS is looking for three experienced health professionals to drive this programme forward. [20]
7. The local chairman of a successful amateur drama group has provided information about a recent performance. Construct an interesting review in around 170-180 words from the following facts:
- The Newtown Drama Group staged Romeo and Juliet by William Shakespeare on Thursday, Friday and Saturday nights
 - The event was sold out for the three nights
 - Annabel Porter, who took the part of Juliet for the first two nights lost her voice and was unable to perform on the Saturday
 - Her place was taken by understudy Helen Troy
 - Helen is only 17 and this was her first leading role. She was her school Prom queen last year
 - At the end of the play on Saturday the cast took eight curtain calls and the audience stood to applaud Helen as the rest of the cast ushered her forward
 - Helen hopes to win a scholarship to drama school after finishing her schooling
 - Her proud parents – Jim, a truck driver and Rachel, a nurse – were in the audience
 - Fine performances were given by Jane Smith as the nurse, John Rogers as Tybalt and the remainder of the cast making up the Capulet and Montague families
 - The event was sold out and made about £700 for flood victims [20]
8. For a news page give TEN elements you would consider when choosing a picture. [20]