



ICM

DECEMBER 2016

CONVERGENT 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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
1. Convergence is increasingly being recognised as a modern feature and form of journalism. Research has identified FIVE key forms of convergence. Analyse EACH of these. [20]
 2. Review the components and tasks involved in the editing process in the modern-day media newsroom. [20]
 3. Analyse the role of a graphics reporter in a converged media environment. [20]
 4. Review the ways in which the picture editing function is influenced by the eventual media form in which the picture will be used. [20]
 5. Analyse the key stages in composing images for the screen, television and computer. [20]
 6. Review the stages in digital video editing and the software available to support the process. [20]
 7.
 - a) Explain the factors that make the Internet an attractive place for advertisers. [8]
 - b) Explain how digital technologies are offering new ways and places to target fragmenting media audiences. [12]
 8. Evaluate the ways in which multimedia has supported the development of the public relations activities of organisations. [20]