



ICM

DECEMBER 2016

FREELANCE & FEATURE WRITING

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. An effective freelancer needs to devote time to establishing their working routines and practices. Explain the importance of a freelancer establishing working routines in respect of negotiating, processing, submitting, storing and record-keeping. [20]
 2. Quotes play an important role in freelance journalism. Explain why this is the case and set out a strategy that a freelance journalist could adopt to elicit good quotes during an interview. [20]
 3. Review the importance of TWO of the following in feature articles, using examples to illustrate your answer:
 - a) Humour
 - b) Inspirational idea
 - c) Accurate nostalgia[20]
 4. Editors face a continual challenge in keeping the content of a feature column both topical and fresh. Explain the approaches that can be adopted to achieve this objective. [20]
 5. A schematic outline is an important tool for bringing structure to a planned freelance article. Set out a schematic outline showing the plan for an article on the development of a new shopping centre and its impact on the neighbourhood. [20]
 6. Explain the approaches that should be taken to review:
 - a) fiction books
 - b) non-fiction books[20]
 7. Explain how a freelance journalist is able to develop a comprehensive contacts book. [20]
 8. Explain what **linking techniques** are and review the main techniques available to a freelance journalist. Support your answer with examples. [20]