



ICM

DECEMBER 2016

INTRODUCTION TO 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 []
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1. Newspapers frequently carry out surveys to discover why readers buy their product. Apart from news, list TEN other reasons why people buy newspapers when so much information is available online. [2 each]
 2. Define EACH of these terms:
 - a) UGC
 - b) Imprint
 - c) Caption
 - d) MFL
 - e) Defamation
 - f) Vexatious litigant
 - g) Citizen journalist
 - h) Drop quote
 - i) Vox pop
 - j) Splash sub[2 each]
 3. Give TEN vital actions you would take as a radio reporter on arriving in New York to cover the city's marathon. [2 each]
 4. Your news editor has received a report that shooting has been heard at a farm. However, when you arrive the farmer tells you it was a vet putting down a very sick horse. What actions do you take? [20]
 5. You are to attend an interview for the position of a sports reporter – your first job. Give TEN actions you would take to ensure that you came out top on any shortlist, anticipating what the editor would like to hear and see. [2 each]
 6. Name FIVE advantages which radio has over print publications and FIVE advantages print has over radio. [2 each]
 7. You are deputy sports editor of a local newspaper and a football club chairman asks you to handle the team's publicity as a part-time job. Give your reasons for and against accepting, in not more than 100 words. [20]
 8. Condense/correct the following phrases:
 - a) The tiger population
 - b) It includes the likes of Coco Cola and San Miguel
 - c) There is strike action by ferry pilots today
 - d) Comes in the shape of
 - e) No less than six
 - f) Clean-up operation
 - g) In the coming weeks
 - h) If this were to be the case
 - i) Availability crisis
 - j) In order to balance the budget[2 each]