



ICM

DECEMBER 2016

MAGAZINE 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. Define the following terms:
 - a) ABC
 - b) All rights
 - c) Advertorial
 - d) Ascender
 - e) Brief
 - f) Clip art
 - g) Cover mount
 - h) RoP
 - i) Print run
 - j) Mug shot

[2 each]
 2. Describe FIVE advantages and FIVE disadvantages of a traditional printed magazine over an online version.

[2 each]
 3. List TEN qualities you would require in a picture editor for a general interest news magazine.

[2 each]
 4. Explain why magazines aimed at women carry readers' letters, serials, crosswords, puzzles, horoscopes and regular columnists. Your answer should run between 100 and 200 words.

[20]
 5. Give FIVE qualities which you would expect to find in the editor of a chamber of commerce journal and FIVE areas you would want to see covered regularly.

[2 each]
 6. Most magazines run tempting offers for readers to take up an annual subscription. Give FOUR reasons why this is desirable.

[5 each]
 7. Draft a letter of not more than 100 words commissioning an article on the spread of football throughout the world.

[20]
 8. As picture editor of a mid-market magazine for women, you have only one staff photographer. Where would you source pictures for the following?
 - a) A sports feature on women's fashion
 - b) A slimming feature
 - c) A travel feature
 - d) A political column

[5 each]