



ICM

DECEMBER 2016

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) mfl
- b) Six-column grid
- c) o/m
- d) New nose
- e) Morgue
- f) Dummy
- g) Descender
- h) Cross ref
- i) Deck
- j) Justified

[2 each]

2. Choosing pictures for a publication requires judgment of FOUR editorial categories: **Content, Composition, Balance and Tone**. Define the major points you would consider under EACH of these headings.

[5 each]

3. As an editor, you are looking to appoint a chief sub-editor. Which TEN qualities would you like to see?

[2 each]

4. Edit the following copy down from 185 words to 50 words without losing a single important fact:

It was a warm and sunny summer's day on the beach at Sandbanks with children playing in the shallows and parents sunbathing, reading or just chilling out on a rare day of bliss.

Unknown to them a moment of drama was about to be played out offshore concerning the life of little eight-year-old Roger Jones who was paddling away aboard a rubber, blow-up dolphin.

Unknown to Roger and his parents, Michael and Tara Jones the current in this area can be treacherous as the tide races in at a brisk six knots.

Roger, who cannot swim, suddenly found himself being swept out to sea by the tide while his mother watched helplessly from the shore.

Neither his father nor mother are strong swimmers but fortunately off duty lifeguard Moses Franklin was surfing and spotted the trouble.

He swam briskly to a nearby motorboat and outlined the problem. The boat's skipper, Leroy Boston gunned the engine and promptly set off after the little boy on the dolphin and rescued him.

"There's no doubt quick thinking by Mr Franklin saved our little boy," said Mr Jones.

[20]

5. In sub-editing you have to bear in mind ten major points in handling copy. List the TEN points. [2 each]

continued overleaf

6. Correct the grammar in the following five examples:
- a) i There was ten pence left in the tin.
 - ii The class were too lively for the new teacher.
 - iii Neither Rose or her sister Helen are going.
 - iv This is the house which Jack built.
 - v Beyoncé arrives at Nairobi airport when she came to give a concert. [2 each]
- b) Give the parts of speech of the FIVE italic words in the following sentence:
Speaking before a *packed* House, the Prime Minister, Randy Smith, *quickly* gave a *rundown* on the financial implication imposed by the widening trade *gap*. [2 each]
7. Contempt of court is an ever-present danger that should be eliminated by sub-editors. Give FIVE examples of how this could arise. [4 each]
8. The editor is concerned that your newspaper has insufficient appeal to women. You are asked to recommend ten design factors for a new 16-page supplement to give it a separate identity from the main newspaper. List your TEN recommendations. [2 each]