



# ICM

DECEMBER 2016

SUB-EDITING

**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 opening paragraph is a must for any piece of newspaper journalism. Explain the actions that should be taken to ensure an effective, eye-catching, coherent and readable opening paragraph. [20]
  2. Picture selection is an important task in the newsroom. Analyse the factors that will influence the selection of pictures to be used in a publication. [20]
  3. The checking and verification of sources is an important task for a sub-editor. Explain the action you would take, as a sub-editor, to check and verify sources. Refer to examples of problems that may arise if this task is not completed properly. [20]
  4. 'Caption writing is a challenging skill but one that can pay dividends if mastered.' Review the main issues that should be considered when writing captions. Illustrate your answer with examples. [20]
  5. Focal points are a key tool in the effective design of a page. Analyse the contribution of focal points, illustrating your answer with examples. [20]
  6. Review and assess the contribution of a copytaster in a newsroom. [20]
  7. An effective contents bill can make a significant contribution to newspaper sales. Explain the types of contents bills and review the techniques involved in writing a successful bill. [20]
  8. Explain the circumstances in which a news editor might find it necessary to reject a news story. [20]