



ICM

JUNE 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 []
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1. Compare and contrast the approaches adopted by a reviewer when reviewing fiction and non-fiction books. [20]
 2. There are certain occasions when it is considered to be acceptable to send specs to an editor. Explain what these occasions are. [20]
 3. Explain the particular qualities of publicity writing which set it apart from other forms of writing. [20]
 4. Certain criteria have been established as a basis for categorising magazines. Set out and analyse the commonly used framework for classifying magazines. [20]
 5. Explain the ways in which a freelancer can gather information for an idea. [20]
 6. Critically review the contribution of anecdotes to the work of a freelance journalist. Illustrate your answer with examples. [20]
 7. Explain the actions that a freelance journalist can take to enhance their prospects of selling successfully in an overseas market. [20]
 8. Writing an effective query letter is an important skill for any freelance journalist to master. Set out the appropriate content of a query letter, supporting your answer with an example proposing an article on the contamination of the local water supply. [20]