



# ICM

JUNE 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 [ ]

1. You have joined a publishing company as the launch editor for a new magazine dedicated to women writers and would-be writers. Name the sections you would identify as essential for coverage. [20]

2. Your pop music correspondent has filed a review that is far too long and obscure. Reduce it to 130 words, at the same time clarifying anything unclear.

Balancing cool confidence with humble gratitude LeeAnne La Havas brought a dash of jazz club intimacy to the cavernous, enormous auditorium of London's Albert Hall. LeeAnne has been on the scene for around ten years but has only just broken through with a top five album that has brought praise from fans and other musicians. Like many artistes she showed promise in her early teens but has had to wait for her talent to be recognised and her work to mature.

Elegantly dressed in a full-length evening gown, more suited to cabaret in a high-class hotel than a jazz gig she was backed by a small, tight-knit group which was full on volume but short on rehearsal. This gave the evening a patchy, stop start feeling with her solo singing and guitar playing more delightful than the total ensemble provided.

Her solo rendering of No Room for Doubt featuring the gorgeous precision of her voice was all string plucking arpeggios and crystalline vibrato. Fairytale, sweetly dedicated to a friend and her child was a shimmering tapestry of melismatic ululations worthy of the fabulous Joni Mitchell full of warmth and soft charm. The show climaxed with a great solo take on Bacharach and David's classic I say a little Prayer followed by Over the Rainbow. (215 words) [20]

3. Define or give examples of the following terms:

- a) Barcode
- b) Browser
- c) Cast off
- d) Century
- e) CPM/CPT
- f) Descender
- g) DPS
- h) Gatefold
- i) HTML
- j) On spec

[2 each]

4. More and more celebrities and some companies are demanding 'copy approval', before agreeing to a magazine interview. Write 100 words in favour of this move and 100 words giving the opposite view. [10 each]

*continued overleaf*

5. You are given this news feature to edit which lacks essential points. To improve the article, list TEN facts that would improve this piece, if you could get them.
- When a leading member of Labour Shadow Cabinet joined the party in 1999 he did not tell them that he had been a spy for Moscow during the Cold War. This was revealed to a meeting of Tory MPs last night by the chairman of the 1934 committee James Bradfield.
- He said he had conclusive proof that the man, Bill Rogers and his first wife, Vanessa, had sold secrets to the Kremlin concerning Britain's military capability and submarine fleet. He also said that Military Intelligence had uncovered the treachery and had ensured that much of the information fed to Rogers and his wife was inaccurate and out of date. He claimed that the Rogers were 'handled' by the Soviet Cultural Attaché. At the time Vanessa was working at the Ministry of Defence. Bradfield said he would pass the evidence to the Crown Prosecution Service tomorrow. [2 each]
6. Explain concisely, in not more than 50 words, what you understand by the following terms:
- a) Contempt of court
  - b) Breach of copyright
  - c) Criminal libel
  - d) Slander
- [5 each]
7. A popular radio disc jockey of a pop music programme has died after 40 years working for the same radio station. As editor of a TV/Radio listings magazine, you commission a feature writer to supply a 1,000-word obituary. Give TEN facts you would consider essential in the article. [2 each]
8. You have been appointed managing editor of the Literary Review which has conducted a survey showing that readers purchase 25 books each per year, that 98% of the readership drinks wine, that 72% donated to charity and that 35% bought a work of art and that 23% attended an auction. These are all valuable statistics to bring in advertisers thus enhancing the profitability of the magazine. Name TWO other categories that would enhance the editorial content and also open the door to new advertisers. Explain your choices in not more than 100 words EACH. [10 each]