



ICM

JUNE 2016

MEDIA & SOCIETY

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. Give brief definitions of the following terms:
- a) List journalism
 - b) Churn
 - c) Consumers
 - d) Convergence
 - e) Cult
 - f) Red tops
 - g) AP
 - h) Digital
 - i) Feminist
 - j) Dystopia
- [2 each]
2. Many local authorities in Britain are now publishing their own newspapers to inform the electorate of how their rates are being spent and how and why benefits are being improved or curtailed. Newspaper proprietors resent these publications as they undermine the need of people to buy local newspapers that are already under threat from online and social media platforms. Write 150 words in support of these 'community' newspapers and 150 words against. [10 each]
3. You are the agent for a football star who has been found guilty of taking drugs and banned from the game for six months. One of his sponsors is a major airline that has decided to end the contract worth \$1million a year to the player. Write a letter of not more than 150 words to the airline attempting to persuade the airline to continue its sponsorship. [20]
4. Public Relations plays a huge role in today's media outlets. Frequently a PR operator (often known as a media consultant) will be the first point of contact for the media in a disaster story. As a PR operator in such a situation give FIVE golden rules for retaining the respect of journalists covering a disaster story. [4 each]
5. **Subliminal advertising** and **product placement** are sometimes viewed with suspicion by the public but are favourites with many companies. Define the meaning of these terms and write up to 150 words highlighting the benefits and dangers. [20]
6. Give TEN attributes which the public would agree constitute a good journalist. [2 each]
7. Describe briefly the TWO news stories that reflected huge credit on the Washington Post and Boston Globe that led to major films. [10 each]

continued overleaf

8. Define the following advertising terms in not more than TEN words EACH:

- a) RHPFM
- b) IBC
- c) Puff
- d) USP
- e) Vox pop
- f) Semiotics
- g) SMS
- h) Multimedia
- i) Internet
- j) Graveyard

[2 each]