



ICM

JUNE 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 explanations of the following TEN words or abbreviations:
- a) Box
 - b) Deck
 - c) DEI
 - d) Caption
 - e) O/M
 - f) Mug shot
 - g) Slug
 - h) Graphic
 - i) Stock pic
 - j) Masthead
- [2 each]
2. Your editor has decided that he wants to include a weekend 'family supplement' with the main newspaper and has charged you with the responsibility for giving it a strong identity, both on the printed page and web edition. Which FIVE instructions would you give the team for content and which FIVE for design?
- [2 each]
3. Which TEN qualities/skills would you look for in appointing a candidate to fill a role as a foreign news sub-editor?
- [2 each]
4. If adverbs and adjectives are the enemies of verbs and nouns, re-write the following piece to remove any element of bias – without losing essential colour. Ensure that what you report will not be liable to any action for defamation.
- In a rip-roaring, tumultuous, vital debate on much-needed welfare spending cuts fierce punches were thrown in Parliament last night. Two innocent members of the Opposition were injured and taken to hospital, 14 others were slightly injured and treated at the scene. The Speaker also suspended the sitting for 45 minutes when the Shadow Minister for Pensions, Wackford Squeers picked up the mace and waved it menacingly at the Chancellor of the Exchequer, Nigel Pinchpenny.
- "You are a bunch of filthy robbers," he shouted at the Government front bench, "robbing the poor to give tax cuts to the rich."
- In the end the Government achieved a majority of only 12 votes.
- In a hurriedly convened Press conference at Party headquarters later a Government Press Relations officer said Wackford Squeers was a hypocritical liar of the worst sort and should be jailed for his part in the fracas.
- An Opposition spokesman said the Prime Minister Sir Anthony Twist could not be trusted with the petty cash never mind the finances of the country.
- [20]
5. The picture editor has been suddenly taken ill and the deputy news editor appointed to fill the role. As the editor-in-chief, which TEN essential pieces of advice would you give him?
- [2 each]
6. Describe TEN similarities in editing text for the traditional printed pages and for the web pages.
- [2 each]

continued overleaf

7. Objectivity and balance are the bywords of good journalism. Opinions are seldom needed from staff writers. Give FOUR examples where staff writers can safely express opinions. [5 each]
8. Re-write and improve the following headlines, using the same number of words:
- a) 16 rebel leaders killed by 'smart bombs'
 - b) 20 mile gain reported by armoured division
 - c) No 1 spot goes to Lady Gaga
 - d) Tax cuts enjoyed by low paid
 - e) Oscar goes to Helen Mirren for best actor
 - f) Arsenal has won battle to sign Cristiano Ronaldo
 - g) Policeman rescued boy from drowning in river
 - h) Bank raid shooting left four injured
 - i) Barcelona scored three in second half to win
 - j) Setback for President as Congress delays finance bill [2 each]