



ICM

MARCH 2016

BROADCAST 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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. An editor will devote considerable attention to achieving programme balance. Analyse the techniques and approaches available to an editor to achieve this. [20]
 2. A number of factors must be taken into account when using pictures in a TV programme. Explain the key issues that must be considered. [20]
 3. Explain what a **mini-wrap** is. Support your answer with an example of your choice. [20]
 4. Review the skills, abilities, qualities and characteristics that a TV newscaster should be able to display. [20]
 5. Analyse the potential benefits and risks of a media station using stringers as a source of news. [20]
 6. Explain the techniques of cutting, filling and backtiming as methods available to an editor to enable a programme to run to time. Illustrate your answer with examples. [20]
 7. Review the methods available to an editor to achieve the twin objectives of establishing the identity of a radio programme and keeping an audience. [20]
 8. Explain what **staged events** are and identify the main types of staged events. [20]