



ICM

MARCH 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. Analyse the criteria by which a journalist can assess the value of their sources. [20]
 - 2. Explain how a freelance journalist can develop their contacts book. [20]
 - 3. Online research is now an integral element of the sources of information available to a journalist. However, care must be taken with online sources. Analyse the advantages and disadvantages that online research offers to a journalist. [20]
 - 4. Explain the commonly recognised types or styles of general columns that are usually seen in publications. [20]
 - 5. Explain the stages in developing a feature article from the stage of identifying an idea to eventual publication. [20]
 - 6. Compare and contrast the approach that should be taken to reviewing documentaries and films. [20]
 - 7. Develop a schematic outline for a feature article on the failure of a local crop. [20]
 - 8. Explain how an editor can keep the content of a feature article both fresh and topical. [20]