



# ICM

MARCH 2016

INTRODUCTION TO 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 [ ]
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1. Write short definitions or explanations of the following TEN items:
    - a) AP
    - b) OPS
    - c) Close copy
    - d) Plagiarism
    - e) Gill
    - f) WOB
    - g) Stringer
    - h) UGC
    - i) Bills
    - j) Folio

[2 each]
  2. Give TEN actions you would take before covering a major athletics meeting for radio. 

[2 each]
  3.
    - a) What are the THREE principal ways to conduct an interview? 

[5 each]
    - b) What common action must you take in advance of any interview? 

[5]
  4. Give TEN reasons why people buy a newspaper. 

[2 each]
  5. Define the following:
    - a) Hard news
    - b) Soft news
    - c) Features
    - d) Op Ed pieces

[5 each]
  6. Correct the following report:

Our picture shows James McDonald and Troy Ferguson leaving court yesterday after being found guilty of burning down Academy Estate School. James, who is nine years old and lives at 14 Station Road, Newtown, and 10-year-old Troy Ferguson, who lives at number 12, said that they did it for a dare.

Mrs McDonald told reporters that her son was a good boy at home and had been led astray by the older lad.

[20]
  7. Name FIVE dangers in accepting a story from a reader. 

[4 each]
  8. You are going to apply to the editor for the job as sports editor of your newspaper. Give TEN reasons you would highlight in your letter to persuade him you were the one for the job. 

[2 each]