



ICM

MARCH 2016

MAGAZINE 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. You have joined a newspaper's team as features editor to plan a magazine supplement and the editor has asked you to provide a formula for general interest content. He emphasises that the advertising department needs to be able to exploit the content. He has asked you to make the supplement interesting for male and female readers. [20]
 2. As an ambassador for UNICEF, David Beckham is to arrive in your country on a goodwill visit. You believe you have this information on an exclusive basis and want to run a piece on Beckham's visit the week before he arrives. He has agreed to answer twenty questions via email but wants to promote his interest in UNICEF. List the TEN questions you would ask. What other actions would you take? [20]
 3. Define or give examples of the following terms:
 - a) Centre spread
 - b) Century bold
 - c) Copy
 - d) InDesign
 - e) Lower case
 - f) Perfect bound
 - g) Cyan
 - h) Ellipsis
 - i) Kerning
 - j) Mug shot[2 each]
 4. In planning a consumer magazine launch, name FIVE principal sources of income. [4 each]
 5. As picture editor, you are given a feature to illustrate. The copy describes how the youngest daughter of the President of BlueLand is to marry the Prince of Ruritania at the Notre Dame cathedral in Paris. The feature runs over eight pages and you need to supply a selection of pictures from which ten will be selected. What would you try to obtain? [20]
 6. Freelance writers form an important element in providing magazine content. Only the very best survive in the current climate. Name FIVE of the benefits and FIVE of the drawbacks you would consider in deciding to become a freelancer. [2 each]
 7. You are asked to provide cover lines of **not more than eight words each** to highlight FOUR features described for a parenting magazine.
 - a) A teacher writes on what parents should tell children before they begin school.
 - b) A police officer describes how to deal with a teenager tempted by drugs.
 - c) Cookery expert gives recipes to tempt slow eaters.
 - d) Why a second child makes the first feel like a deposed monarch.[5 each]
 8. The publisher of a management magazine has promised an advertiser that he will arrange an editorial profile of the company. As features editor of this magazine you have to brief and contract one of your leading freelancers to provide the copy. Your instructions have to be crystal clear. TEN items should be covered including FOUR that are essential. [2 each]