



# ICM

MARCH 2016

MEDIA & SOCIETY

**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. Explain, in not more than 30 words each, the purpose of EACH of the following:
- a) A lads' magazine
  - b) An in-flight magazine
  - c) A professional journal
  - d) A B2B publication
- [5 each]
2. With the widespread use of social media, smartphones and tablets there has been a prolific surge in the use of **user-generated content**. Outline FIVE dangers associated with the term and FIVE benefits, either as bullet points or a narrative of 100 words.
- [2 each]
3. A managing director of a large department store has written a letter of protest to the editor of the local paper complaining that his fashion editor, a feisty, independent woman, has heavily criticised the store's summer clothes collection and says he is going to withdraw his advertising – a substantial sum. What action should the editor take to preserve his newspaper's independence and retain the support of this advertiser?
- [20]
4. Should a newspaper editor stand as a local councillor? Give FIVE reasons in favour and FIVE against.
- [2 each]
5. As a campaign director for a political party, list the following news outlets in order of importance and give your brief reasons:
- Newspapers
  - Television
  - Radio
  - Social media
  - Direct mail
- [20]
6. Give TEN qualities you would expect a good journalist to have.
- [2 each]
7. Explain briefly what you understand by the use of the following terms:
- a) Plagiarism
  - b) Embargoes
  - c) Privilege
  - d) Multi-media journalism
- [5 each]
8. Define the following terms:
- a) Control group
  - b) Spin doctor
  - c) Deskman
  - d) USP
  - e) Product placement
  - f) Cyan
  - g) Gutter press
  - h) Broadsheet
  - i) AFP
  - j) CNN
- [2 each]