



ICM

MARCH 2016

SUB-EDITING & DESIGN

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. Define the following terms:

- a) Screamer
- b) Ascender
- c) Body matter
- d) Banner
- e) C & I.c.
- f) Brevier
- g) Deck
- h) Copytaster
- i) Fudge
- j) Prodnose

[2 each]

2. Re-write the following item. Discard the delayed drop introduction and cut it to 80 words.

Yesterday Jose Marengo got up late and found that he had run out of shaving cream. This set the tone for the day.

As he drove down to a local shop he found it did not stock his favourite brand. On the way he scraped his car door on a gatepost and ran over next door's cat.

Picking up a newspaper he noticed the lead on the sports pages said he was likely to be sacked as manager of Freetown Rovers. It just showed how much newspapers knew he thought.

Only last week the chairman had given him a vote of confidence.

He eventually showered and shaved and arrived late at Rover's training ground and found a new Range Rover parked in his space. The assistant manager met him at the entrance.

"Can you report to the chairman's office at the ground, as soon as possible," he said.

Marengo thought this would mean the club had decided to buy the Mexican international Gonzales for a fee of £75million and he was excited at the prospect of reinforcing the team which had a woeful defence record.

He sped back to the ground to make up for his lateness but was stopped on the way by traffic police who handed him a fixed penalty of £100 for driving at 55mph in a 30mph zone.

As he entered the chairman's office his secretary met him and handed over an envelope. "The chairman waited for half an hour for you but he had to leave and asked me to give you this." Marengo opened the envelope.

The letter read: Dear Marengo, The board held an emergency meeting last night and has decided to let you go.

Please clear your desk by noon today. Our lawyers will be in touch regarding your severance terms. A statement will be issued through PA this afternoon. Thank you for your past efforts, we are only sorry you have not been more successful.

Marengo crumpled up the letter and angrily kicked the wall breaking a toe.

[20]

3. Give FIVE factors you would consider in choosing a picture for publication and FIVE examples of pictures which you cannot publish. [2 each]
4. Homophones are a great danger to sub-editors in a hurry. Correct the following passage:
- Little Jimmy ate his serial in silence and shut his ears to the course language which he heard from the street. His mother came in to complement him on his appearance and said she was dammed if she was going to put up with the language next door. She said it was not fare that her flour garden had been trampled and that for plant pots had been broken. She quickly brushed his hare and gave him his bus fair to go to school. Off he went proudly wearing his died jeans and jacket with the fir collar. [20]
5. Give broad definitions of the FIVE following legal terms:
- a) Libel
 - b) Slander
 - c) Privileged
 - d) In camera
 - e) Sub judice
- [4 each]
6. Sub-editors are responsible for ensuring that newspapers or magazines do not offend the industry code of practice. Explain the relevance of guidelines under the following headings:
- a) Right of reply
 - b) Harassment
 - c) Children in sex cases
 - d) Listening devices
 - e) Telephoto lens
 - f) Hospitals
 - g) Confidential sources
 - h) Victims of sexual assault
 - i) Payments to criminals
 - j) Accuracy
- [2 each]
7. Give the generic term for the following trade names:
- a) Xerox
 - b) Hoover
 - c) Thermos
 - d) Kleenex
 - e) Biro
 - f) Elastoplast
 - g) Oxo
 - h) Nylon
 - i) Martini
 - j) Portakabin
- [2 each]
8. List TEN qualities you would expect to find in a chief sub-editor. [2 each]