



ICM

MARCH 2016

SUB-EDITING

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.
 - a) Explain what a **contents bill** is and set out the key techniques used in writing a contents bill. [15]
 - b) Draft a contents bill of your choice utilising the following information:
'The world last night agreed a historic climate deal aimed at driving greenhouse gas emissions down from the current 46bn tons a year to almost zero within 50 years. If fulfilled, it would see 195 signatory countries weaning themselves off fossil fuels completely within just a few decades.' [5]
 2. Analyse the main legal traps that a sub-editor will need to ensure they are aware of. [20]
 3. Review the steps that a sub-editor will typically take when editing pictures. [20]
 4. Caption writing is a key skill to have. Analyse the main issues that should be taken into account when writing captions. Support your answer with examples. [20]
 5. Distinguish between direct and oblique approaches to deadline composition. Support your answer by giving an example of EACH approach based on the following information that you have been given:
 - Blizzard in Cumbria in the UK yesterday
 - Follows a week of flooding
 - Floods left towns badly damaged
 - Rain turned to snow last night
 - 100,000 without electricity
 - Worst power cuts since the 1970's[20]
 6. Evaluate the contribution of focal points in page design. Illustrate your answer with examples. [20]
 7. Analyse the role of the news editor in a newsroom. [20]
 8. Publishing letters from readers is an everyday part of modern newspaper practice. However, care must be taken in publishing these letters. Review the main issues that should be considered. [20]