



ICM

MARCH 2017

CONVERGENT 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 any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. 'Whatever the form of media, there are certain rules which can be followed to enhance viewers' or listeners' understandability.' Explain what these rules are. [20]
 2. Illustrate the particular considerations that need to be taken into account when applying the inverted pyramid approach to writing a story to appear on the Web. [20]
 3. Analyse the features, contribution and value of blogs to journalistic practice. [20]
 4. Critically evaluate the continuing contribution of digital still photography in the modern media environment. [20]
 5. Review how multimedia approaches have supported public relations practitioners in the task of developing community relations. [20]
 6. Analyse the factors that should be taken into account in composing images for the screen, television and computers. [20]
 7. There are three basic types of microphones used in newsgathering. Review EACH of these. [20]
 8. Analyse the concept of a convergence continuum as developed by Demo et al (2003). [20]