



# ICM

MARCH 2017

FREELANCE & FEATURE WRITING

**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. The advent of the Internet and electronic media has significantly enhanced the ability of a freelance journalist to sell material in an overseas market. Review the actions that a freelancer can take to improve their prospects of selling in an overseas market. [20]
  2. A full contacts book is a must for every journalist. Analyse how a journalist can build a comprehensive contacts book. [20]
  3. A schematic outline provides a structured approach for sketching out and structuring an article. Set out a schematic outline for an article on the consequences of the closure of a local factory. [20]
  4. A journalist needs to know that their sources are reliable. Explain the criteria that could be used by a freelancer to assess the value of their sources. [20]
  5. There are occasions when it is appropriate to send a spec to an editor. Review the circumstances when sending a spec to an editor is acceptable. [20]
  6. Anecdotes are a valuable tool for freelance journalists to use in articles. Analyse the contribution of anecdotes to the work of a freelance journalist. Support your answer with an example of an anecdote. [20]
  7. Explain the approach that you would take to prepare and make a pitch to the editor of a newspaper. [20]
  8. Review the benefit to a freelance journalist of pre-testing an idea, setting out the areas of an idea that are typically pre-tested. [20]