



# ICM

MARCH 2017

INTRODUCTION TO 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 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 [ ]
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1. Simplicity and avoiding circumlocution and clichés is vital for a reporter. Edit the following TEN phrases into simple English:
    - a) Meet up with
    - b) Availability crisis
    - c) If this were to be the case
    - d) Human resources
    - e) Due to the fact that
    - f) It includes the likes of Gap and Nike
    - g) Coral conservation
    - h) Due to the fact that
    - i) In the case of the United Nations
    - j) Shrouded in a cloak of anonymity [2 each]
  2. Public bodies often try to suppress news items that show them in a bad light. Newspapers claim that such matters should be reported in the public interest. Give TEN examples where the public interest would safely override secrecy. [2 each]
  3. Every journalist needs a nose for news. Potential news items arrive from predictable sources. Name TEN of these sources. [2 each]
  4. Define the following terms:
    - a) AFP
    - b) Embargo
    - c) Vox pop
    - d) NIB
    - e) Hand-out
    - f) Banner
    - g) Imprint
    - h) Century bold
    - i) Folio
    - j) Recto [2 each]
  5.
    - a) Give FIVE essential qualities for a chief reporter. [2 each]
    - b) Give FIVE essential qualities for a chief sub-editor. [2 each]

*continued overleaf*

6. Construct a news story of not more than 65 words from the following facts phoned in by several readers ten minutes before a broadcast deadline:
- A wages van was ambushed by masked men and \$20,000 stolen
  - An armoured wages vehicle was hijacked and \$50,000 stolen
  - Two security guards were shot dead
  - Three bank workers were injured. One was a woman
  - A police car rammed the getaway vehicle
  - A refuse lorry rammed the getaway car
  - The scene was filmed by a photographer opposite the bank
  - Four raiders took part in the attack
  - Police have two men in custody and are looking for two others
  - The six raiders were armed with shotguns and wore balaclavas
- [20]

7. Correct each of the following TEN sentences, clarifying the meaning, editing out any mistakes and deleting redundant material:
- a) Barcelona is on course to lift the European Cup.
  - b) Witness said she was woken up by a burglar in her pyjamas.
  - c) The weather at Silverstone sponsored by Wal Mart will be fine for the Grand Prix.
  - d) The fraudster pleaded not guilty to plundering the pension fund.
  - e) Competitors in the African car rally will have to cross the Sahara desert.
  - f) James Margach ghosted Macmillan's autobiography.
  - g) Britain will challenge six EU laws: tariffs on imports, restrictions on migrants, passport controls and child welfare.
  - h) Two children, James Smith, aged 14 and Sonia Harris aged 13 were found guilty of arson after their school was burned down.
  - i) Seven of the 14 FIFA executives will be sacked which will decimate the organisation.
  - j) The tomb of the unknown warrior is a completely unique memorial.
- [2 each]

8. Edit the following broadcast down to 120 words:

Do you often pause in wonder at how people on TV have flashing white teeth? It's all down to the great dental racket that allows dentists to charge huge sums to pander to people's vanity. And dentists guard this role very jealously as it can only be carried out by dentists and not by any Tom, Dick or Shirley.

In fact, a glamorous beautician has spoken of her shock after being convicted of carrying out teeth whitening illegally. Sally MacDonald, who is 23, received a £500 fine from London magistrates after admitting carrying out the procedure at a beauty salon in Westminster while unqualified. She said she had been "oblivious" to the law and feared many other girl beauticians would be in the same position.

"I want to open my own salon one day and I thought this would be another string to my bow," she said. Everybody in show business is having their teeth done and it's not all the work of qualified dentists.

Sally, who also works as a backing singer for a boy band and is a freelance disco dancer in the Barca nightclub, was caught in an undercover sting by the General Dental Council (GDC) in January.

Prosecuting, celebrity lawyer Frank Deeds said: "There is a misconception that beauticians can practise this treatment. The GDC had numerous complaints from members that this business was carrying out teeth whitening when they shouldn't have been.

"There are huge risks and dangers including burned gums and lost teeth because of the kind of gel used. One of the chemicals used is peroxide based which can be very harmful."

In mitigation, Jimmy Vale said his client had been encouraged to take the job by her mother.

"Customers came in and would go away with a wonderful smile. Nobody she has treated has found their teeth falling out or their gums bleeding. This is a restrictive practice by the dental council."

(322 words)

[20]