



ICM

MARCH 2017

MEDIA & SOCIETY

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. Give brief definitions of the following terms:

- a) Semiotics
- b) Red top
- c) Empirical
- d) Ludology
- e) Reality TV
- f) Absolute privilege
- g) USP
- h) CMYK
- i) Plaintiff
- j) SMS

[2 each]

2. Magazines are divided into several generic groups. Explain in around 25 words each the purpose of the following publications:

- a) Consumer journals
- b) B2B publications
- c) House journals
- d) Professional journals

[5 each]

3. The terms **citizen journalist** and **user-generated content** have come very much to the fore with the advent of social media. Below is a report compiled from two such sources. Name FIVE items which would be considered unethical to publish.

Magistrate Kenneth Rioch, who lives in some style at The Gables, 23 Fortescue Estate, on the southern edge of the city stands six foot three inches in his socks and fears no man. During a career lasting 25 years as chairman of the bench he has sent down a number of villains, including four of the Red Hand gang who had committed murder and armed robbery. His neighbour is Chief Constable Amos Grundy who was instrumental in gaining the evidence to convict the villains.

Chief Prison Officer Desmond Blanche said the gang continued to cause trouble even in prison and had to be split up and sent to separate jails. Blanche is a keen gardener and his lawn and flowerbeds at 44 Station Approach are a joy for all to see. One of his prize specimens is a jacaranda tree grown from seed by lifer Fred Savile who won an appeal against his conviction after serving three years and now lives quietly at a block of flats next to the station. His three lovely children, twins John and James aged six and Alice aged 10 go to Northeast Primary School where all are among the brightest in their classes.

[4 each]

4. Citizen journalists do have their uses even if untrained. Name FIVE benefits they have and FIVE drawbacks.

[2 each]

5. Free newspapers are gaining ground. Name FIVE drawbacks and FIVE benefits they have against paid-for publications.

[2 each]

6. Imagine you are lecturing a group of student journalists on the rights of children when interviewed. Which would you consider the TEN most important points?

[2 each]

continued overleaf

7. a) Who were Woodward and Bernstein?
b) What is the difference between libel and slander?
c) What is the Pulitzer Prize?
d) Where are Pravda and Izvestia published?
e) Define the term **imprint**. [4 each]
8. Give TEN ways in which a TV station can broadcast a current affairs programme slanted to present a negative view on Britain leaving the EU Common Market. [2 each]