



# ICM

MARCH 2017

NEWSPAPER REPORTING

**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 [ ]
1. The following information has been passed to you from a series of sources. Write them up into a lead story of between 250 and 300 words based on the information provided. (Note: marks will not be awarded for just repeating the sentences set out below – the information must be used to produce a concise and coherent story.)
- UK bosses raking in the cash
  - Boards of top companies criticised for excessive pay deals for top bosses
  - Investors concerned and want to rein in boardroom excesses
  - Blackrock, world's biggest fund manager, has launched campaign against big pay rises
  - UK Government also considering action
  - Review of corporate governance by UK Government with aim of strengthening shareholder rights
  - Proposals also intended to highlight size of top executive pay packages
  - New powers introduced in 2013 requiring remuneration policies to be put to shareholder vote
  - Vote to take place every three years
  - Most of top 350 companies in UK will hold vote this year
  - Blackrock view – bonuses tied to performance and salary increases in line with those of workforce
  - Blackrock wields huge influence
  - Blackrock manages £4 trillion
  - Blackrock also wants shareholders to take an interest in pensions
  - Recent trend of pension top-ups for senior executives seen as an extra reward without any link to company performance
  - Boardroom rewards glaringly out of step with what is given to employees
  - In 1998 the average chief executive earned 47 times the pay of the typical employee
  - By 2015 average chief executive earned 128 times the amount of the average employee [20]
2. You are the editor of a national daily newspaper. Set out and explain the approach that you will take to assess the news value of a story. [20]
3. Analyse the qualities and characteristics of a well-written and effective newspaper feature. [20]
4. The introduction and opening paragraph of a story are key in grabbing the attention of the reader. Write the headline and a coherent opening paragraph (of no more than 100 words) to BOTH the news stories below:
- Story 1**
- Fighting terror in Belgium
  - Travellers using international transport in Belgium may have to buy tickets in advance
  - May have to buy tickets 12 hours in advance
  - Part of crackdown on cross-border terror
  - Airport style boarding system to be introduced for rail, bus and ferry travel into and out of country in response to recent spate of attacks
  - Travellers would have to identify themselves when buying ticket
  - Their personal data would be stored when buying ticket
  - Belgian interior minister Jan Jambon said, "we need a database of all passengers that can be checked"
  - Checks could be carried out before departure
  - Travel companies are objecting to proposals [10]

*continued overleaf*

## Story 2

- Support for North Korean leadership missile test plans
- North Korea expected to launch its first intercontinental ballistic missile test this year
- Flag waving ceremonies last week were seen as organised show of support for Kim
- Kim has placed his sister, Kim Yo-jong, in charge of organising key events in build up to missile test
- Sister organises all major public events in the country
- Key year for North Korean regime in its relationship with US
- Regime may be using threat of tests as a bargaining chip
- Regime also has clear ambitions of having an intercontinental missile capability
- US President Trump said he would consider meeting Kim during election campaign
- Experts suggest that Kim would like a deal with US [10]

5. Critically evaluate the contribution of quotes to journalistic practice. In developing your answer, analyse the key issues to be considered in using quotes. Illustrate your answer with the various categories of quotes. [20]

6. Analyse and assess the impact of the main constraints and limitations that a journalist might encounter. [20]

7. Assess the contribution of investigative journalism in the modern-day media environment. [20]

8. You are a reporter sent to interview the Chief Executive of a local brewery. The brief you have is as follows:

There have been allegations that the brewery has been paying bribes to local government officials to ensure that approval is given to the building of new production facilities. A whistleblower has come forward supporting the rumours. You have been sent to interview the Chief Executive to get to the bottom of the story. Expect the Chief Executive to be defensive and potentially hostile to your questioning.

Set out:

- a) the strategy you would adopt to build the interviewee's confidence in you [10]
- b) the interviewing strategy you would adopt and the questions you would ask [10]