



ICM

MARCH 2017

SUB-EDITING & DESIGN

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. Write short definitions of the following terms:
- a) Gill sans
 - b) Puff
 - c) Prodnose
 - d) Slander
 - e) Banner
 - f) Basic grid
 - g) Flatplan
 - h) Jig
 - i) Pix
 - j) Standfirst [2 each]
2. a) Your newspaper has reported that a local politician has been fined for stealing. Details of the case and the fine appeared as the following nib:
- Mr Samuel Jones was fined \$60 at Nonsuch Magistrates Court on Friday for stealing.
- It is subsequently learned that through a telephone mishearing the piece should have been reported as fined for speeding.
- Mr Jones is furious and his lawyers have written to the editor demanding damages and an apology. The lawyers make the point that speeding is a common and minor motoring offence whereas stealing is a criminal act damaging to his reputation.
- What action should the editor take? [10]
- b) A well-known businessman has been found guilty of fraud and ordered by the court to pay a \$100,000 fine. He says he has not got the money but you understand and have tangible proof from reliable sources that he has \$250,000 in offshore funds in the Cayman Islands.
- Can you publish this material? If so, why? If not, why not? [10]

continued overleaf

3. Construct a four-paragraph story (maximum total 120 words) from the following facts and give it a headline:
- An achievement all the more remarkable when one considers that the country was virtually bankrupt at the end of World War II
 - Free grammar school education was one of the finer products of the Beveridge plan
 - The Conservative party took the idea and introduced it as the Butler Education Act in 1944
 - The whole question of grammar schools is raised again with the appointment of our new Prime Minister
 - Few debates arouse such a controversy
 - There's the usual claptrap about equality of opportunity, the fact that children aged 11 should not be categorised into sheep who pass the 11 plus and those who don't as goats
 - Then there's the whole question of social mobility
 - Education, like many other matters is a political football in which left and right wings see in it votes for their party
 - Labour is now against grammar schools – simply because the majority of children go to secondary modern schools, and thus provided a rich shoal of votes
 - Those on the right wing of the Conservative party fought hard and still fight hard for independent schools and most of all the famous public schools
 - Those in the middle saw free grammar school education as a bonus for less well off families with another bonus on top permitting more social equality than was produced by two world wars
 - But with the nationalisation of the mines and the introduction of the NHS and Family Allowances, Attlee's government produced a remarkable climate for improvement in the quality of life for the working class as they were then deemed
- [20]
4. You are a revise sub-editor and it is your job to correct the following examples of circumlocution:
- a) Broad daylight
 - b) Track record
 - c) Grateful thanks
 - d) At this moment in time
 - e) Cherished beliefs
 - f) The time was 9 a.m. in the morning
 - g) Staggeringly drunk
 - h) Serious danger
 - i) Open for business on Tuesday
 - j) In attempting to answer
- [2 each]
5. Write FOUR contents bills highlighting the following stories. Six words maximum for EACH.
- a) Church of our Our Lady School has achieved record results in end of term exams. "I'm delighted," says the headmaster.
 - b) Three goals see Newtown Rovers reach the De Zoete Cup final to the fans' delight.
 - c) Massive tanker runs aground leaking 200 tons of heavy crude oil near Seaport beaches.
 - d) Head teacher arraigned on \$1 million currency fraud charge.
- [5 each]

6. The advertising department has asked the editor to review a new model of car to support a double page advertisement from this supplied material. You have been asked to edit this publicity handout down to a concise, objective 100 words.
- After six years research and development, Mega Motors has introduced a magnificent new concept in motoring.
- The show-stopping Swift range uses battery and petrol to provide power in a muscular hybrid 1600cc engine giving an astonishing range of 400 miles at a miserly 60mpg.
- Colours available are: azure blue, bottle green, fire engine red, snow white and slick silver.
- It seats five adult passengers in great comfort and offers an astonishing 12 cubic feet of welcome luggage space.
- The spacious interior is finished in high quality plastic and mirror shiny chrome, a delight to the eye and hard wearing for young families.
- Models range in price from a basement \$20,000 to a very reasonable \$50,000 with the top of the range having ceramic disk brakes just like Formula 1 models.
- The powerful lithium batteries need charging only every 400 miles.
- Running costs are half of those associated with a bog-standard 1600cc car.
- Included in the price are ashtrays, vanity mirrors, in car entertainment, air cooling and heating, heavy-duty rubber mats and a digital display dashboard. Even the stereo system is a wow!
- The insurance rating from leading companies will be five, raising hardly a squeak from your wallet.
- The standard model has front wheel drive and the top of the range has weather-defying four-wheel drive making it ideal for travelling over the roughest terrain. (228 words) [20]
7. The secretary of a successful amateur drama group has provided information about a recent performance. Construct an interesting review in around 150 words from the following facts. Give TWO ideas for pictures.
- The Soton Drama Group staged Death of a Salesman by Arthur Miller on Thursday, Friday and Saturday nights at the Regency Theatre
 - The event was sold out for the three nights
 - Jimmy Croft, who took the part of Willy Sloman for the first two nights lost his voice and was unable to perform on the Saturday
 - His place was taken by understudy Laurence Richardson
 - Laurence is just 17 and this was his first leading role although he has appeared in five previous plays. He is currently captain of school and the leading scorer in the football team
 - At the end of the play on Saturday the cast took six curtain calls and the audience stood to applaud Laurence as the rest of the adult cast ushered him forward
 - Laurence hopes to study performing arts at drama school in future
 - His parents – Jim a real estate agent and Donna, a nurse – were in the audience
 - Fine performances were given by Monica Liz Denton, Frank Trump, Angela McKenzie and Hillary Fortescue
 - The event was sold out and made about £800 for aids victims [20]
8. a) As a copytaster for a newspaper, radio or TV station, give FIVE key reasons why you reject a story or a picture. [2 each]
- b) As a chief sub-editor, give FIVE 'tricks' you could use to enliven a page of type if no pictures were available. [2 each]