



# ICM

SEPTEMBER 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 [ ]
- 
- 1. A national magazine is likely to have a number of sources of feature articles available to it. Analyse the main sources. [20]
  - 2. Whilst the publishing world is swamped with different styles, types, formats and quality of magazines, there is a generally accepted framework that it uses to classify them. Explain this framework. [20]
  - 3. The growth in the Internet and social media has significantly increased a journalist's access to information. However, journalists must exercise care when using this material. Analyse the advantages and potential risks associated with online research. [20]
  - 4. Explain the contrasting approaches used for reviewing fiction and non-fiction books. [20]
  - 5. Schematic outlines are a key tool for a freelance journalist. Develop a schematic outline for an article on the challenges facing commercial fishermen in the face of declining fishing stocks. [20]
  - 6. Effective interviewing skills are essential to every freelance journalist. The ability to ask tough questions is at the core of effective interviewing. Review the techniques available to journalists to ask tough questions. Illustrate your answer with examples. [20]
  - 7. Keeping the content of feature columns topical and fresh is a critical task for editors. Explain how editors can undertake this task. [20]
  - 8. A freelance writer must be able to write effective query letters. Explain the purpose and content of a query letter. Support your answer with an example of a query letter proposing an article on the reasons for and impact of falling crop production. [20]