



ICM

JUNE 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 []
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- 1. Sources are an essential method for obtaining information for every freelance journalist. However, care must be taken when using information obtained from sources. Set out and comment on the criteria that should be used to judge sources. [20]
 - 2. Most freelance journalists will, at some stage, produce a piece of specialist journalism. Identify and analyse the issues that a freelance journalist will need to take into account when preparing a specialist article. [20]
 - 3. Preparing a schematic outline is a key stage in the drafting of a freelance article. Set out a schematic outline for an article reviewing, as an example, the causes and potential impact of a decline in a crop which is produced for exporting. [20]
 - 4. Demonstrate and explain the different approaches adopted to review documentaries and films. [20]
 - 5. Sending specs to an editor is not usually recommended. However, there are occasions when this is considered acceptable. Explain the situations in which it is considered acceptable to send a spec to an editor. [20]
 - 6. Review the methods and approaches that a freelancer can use to obtain information for an idea. [20]
 - 7. Set out the strategy that you would adopt, and the questions that you would ask, to elicit good quotes from a businessman accused of bribing a public official. [20]
 - 8. Set out the stages and steps involved, from the initial identification of an idea for a feature article to its eventual publication. [20]