



# ICM

SEPTEMBER 2017

SUB-EDITING

**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. A key task for a sub-editor is the editing of a proposed piece. At times, this can involve partial or even extensive rewriting. Explain the circumstances in which rewriting or partial rewriting is likely to be necessary. [20]
  - 2. Contents bills have an important role to play in supporting the publication of a newspaper. Review the main types of contents bills and analyse the techniques involved in their drafting. [20]
  - 3. 'Strong paragraph writing is at the heart of effective writing.' Review how an opening paragraph can be made effective, eye-catching and coherent. Support your answer with an example. [20]
  - 4. Editors will have a number of potential sources of pictures available to them. Analyse the main sources. [20]
  - 5. Evaluate the significance of focal points in page design. Support your answer with examples. [20]
  - 6. Verifying and checking the content of a news story is a core task for an editorial team. Explain the actions that will be undertaken to carry out this task. [20]
  - 7. Distinguish between direct and oblique approaches to headline composition. Support your answer by giving TWO examples of EACH approach based on the following information that you have been given:
    - Flooding in northern Europe
    - Follows a week of torrential rain
    - Floods left towns badly damaged
    - Rain turned to heavy winds last night
    - 400,000 without electricity
    - Power cuts in many areas[20]

*continued overleaf*

8. a) Explain what a **filler** is. [5]  
b) Use the information below to produce a 60-word filler, with a headline, for a national newspaper:
- The first major new railway line in Kenya for more than a century, running between the capital Nairobi and the coastal city of Mombasa, has opened.
- Kenya's new 472km (293 mile) railway is the country's biggest infrastructure investment since its independence in 1963. Built to a modern "standard gauge", it runs parallel to the now-dilapidated metre gauge railway line from the colonial era.
- About 80% of the money for the new railway came through loans from China. The loans are the country's biggest yet – amounting to roughly 6% of Kenya's gross domestic product (GDP), which is a measure of a country's economic activity, including all the services and goods produced in a year. Transport Minister James Macharia has said the Kenyan government expects the new line to boost GDP by 1.5%, allowing the Chinese loans to be paid back "in about four years". Most of the railway's revenue is expected to come from transporting cargo. Only 5% of cargo is currently being transported on the old railway line while 95% goes by road, but Kenya Railways is aiming to push its share to 40% by 2025 with the new track.
- Kenya's new railway at a glance:
- Cost \$3.2bn (£2.5bn)
  - Funding for the 472km (293 mile) project was provided by China
  - It took three-and-a-half years to build, using Chinese track-laying technology
  - The line is supposed to eventually connect land-locked South Sudan, eastern Democratic Republic of Congo, Rwanda, Burundi and Ethiopia to the Indian Ocean
  - It cuts the journey time between Mombasa and Nairobi to four-and-a-half hours, compared with nine hours by bus or 12 hours on the previous railway
  - An economy class ticket costs 900 Kenyan shillings (\$9; £7), slightly cheaper than a bus ticket. A business class ticket is \$30
- [15]