



ICM

JUNE 2017

BROADCAST JOURNALISM

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. Review the main categories of interviews that are typically used in broadcast journalism. [20]
 - 2. Well-established criteria have been set up to guide the order of items in a TV news programme. Analyse the basis typically used for selecting the order of items. [20]
 - 3. The producer of a radio news programme has a number of elements available to structure the bulletin. Analyse the elements available to the producer of a 15-minute radio news bulletin and suggest where they would fit into the running order. [20]
 - 4. Explain the techniques and approaches that an editor of a radio programme has available to achieve programme balance. [20]
 - 5. Making a mistake 'on-air' will be something which all broadcast journalists experience. Analyse the actions that a broadcast journalist should take to recover from a mistake 'on-air'. [20]
 - 6. Radio and TV programmes, inevitably, require editing. Explain why this is the case and analyse the approaches available to facilitate the editing process. [20]
 - 7. Building rapport with an audience is a must for broadcast journalists. Explain why this is the case and comment on the approach that can be taken to build rapport. [20]
 - 8. Analyse the main sources of news available to a TV news producer. [20]