



ICM

SEPTEMBER 2016

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. Critically evaluate the main sources of feature articles typically available to a publication. [20]
 - 2. Set out the approach that you would take to prepare and make a pitch to the editor of a national magazine. [20]
 - 3. Asking tough questions is a skill which freelance journalists must master. Analyse the techniques available to journalists to assist with asking tough questions during interviews. Support your answer with examples. [20]
 - 4. Writing a piece of specialist journalism requires care. Explain the issues that a freelance journalist needs to be aware of when writing a specialist article. [20]
 - 5. A number of approaches have been developed to enable readers to contribute to feature columns. Review the main approaches that have been developed. [20]
 - 6. Explain what **linking techniques** are and review how they will be used by a journalist in developing an article. Support your answer with examples. [20]
 - 7. Explain the importance of a freelance journalist pre-testing an idea and illustrate how this will be undertaken. [20]
 - 8. Explain the approach that should be adopted to review:
 - a) a documentary
 - b) a film[10 each]