



BROADCAST JOURNALISM

Remote Assessment September 2020

Candidate Instructions

- The word limit for each of the 4 questions is 750 words, giving a total assignment word limit of 3000 words.
- Write your total word count after each response.
- Responses must be your own work, based on your personal study and/or research.
- You must acknowledge all material and sources used in the preparation of your responses (books, articles, reports, lecture notes, and any other kind of material) in a list at the end of each response. A formal referencing system such as Harvard is advised but is not an essential requirement to gain all the marks available under communication and originality.
- Plagiarism is a serious offence. Do not copy in part or whole the work of other students and/or persons.
- You must include the following Candidate Declaration at the end of your submission:
“I declare that this work is entirely my own with the sources of information I have used clearly identified and acknowledged”.

Instructions for typewritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your response in Arial font, black, minimum size 12, single-spaced with normal margins.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Instructions for handwritten responses

- At the top of each page include your full name, Student ID Number, Centre Name and the title of the ICM Unit for which you are submitting.
- Submit your work in blue or black ink, in legible handwriting on lined paper.
- Clearly indicate the question number for all of your responses.
- Number each page of your work.

Advice

- Read each question several times before you answer it.
- Plan your answers before you start writing the full responses.
- Up to 5 marks are available per question for communication and originality.
- Check all your answers for content and plagiarism before submitting your work.
- Prepare your responses using the resources provided by [ICM](#), the [ICM Remote Assessment guidance](#) and any material provided by your ICM Approved Teaching Centre.

ANSWER ALL QUESTIONS

1. As a broadcast journalist, you have been asked to write a journal article entitled 'Deciding item selection and order'. In your article you must describe each of the following, providing an extended account in a logical order:

- The significance of the story
- The audience reaction
- The topicality of the story
- The immediacy factor
- Sport/specialisms
- Linking items

(Word limit 750)

[25 marks]

2. As a broadcast journalist, you are required to give a verbal presentation to a group of graduate trainees entitled 'Principles of Broadcast Journalism'. Prepare the speech you would give as part of your presentation in which you explain the following two topics. In your response you must demonstrate an understanding of the underpinning concepts and ideas, using examples to support your explanation.

- What constitutes the use of inappropriate pictures
- Why writing for broadcast is different to newspaper reporting

(Word limit 750)

[25 marks]

3. Describe a suitable story for each of the following types of news. In your response you must provide an extended account of each.

- Planning and developments
- Pressure and lobby groups
- Industry and business
- Sport
- Crime

(Word limit 750)

[25 marks]

4. Different types of interview require the interviewer to take a different approach to questioning. Imagine there has been a breakthrough in finding a new treatment to cancer, but the government is delaying funding. Explain who you would want to interview for each of the following types of interview. In your response you must demonstrate your understanding of the underpinning concepts and ideas of the types of interview and use examples of questions you would ask that person.

- Informational
- Interpretive
- Emotional
- Investigative
- Adversarial

(Word limit 750)

[25 marks]

END OF QUESTIONS