



FREELANCE & FEATURE WRITING

Thursday 6th June 2024

Time allowed

- You have 3 hours.

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Describe each of the following processes when preparing a specialist article:
(a) Preparing the content ~~understanding the market, coming up with an idea~~ [10 marks]
(b) Organising the information [10 marks]

2. Describe each of the following types of interview, including the different uses:
(a) The narrative [5 marks]
(b) The hatchet job [5 marks]
(c) The profile [5 marks]
(d) The question and answer (Q&A) profile [5 marks]

3. Design a checklist used by a freelance journalist to determine if an idea has the potential for publication. Use examples to support your design. *Relevance, style, price, content, freelance, treatment type, frequency, title* [20 marks]

4. Explain five circumstances in which it is appropriate to send a 'spec'/specification to an editor. Use examples to support your explanation. *When idea doesn't meet editor's requirements, when you have done enough research* [20 marks]

5. Explain the importance of negotiating, processing, submitting, storing and record-keeping to freelance writers. Use examples to support your explanation. [20 marks]

6. Describe the common framework for classifying magazines. Use examples to support your description. *longer, frequency* [20 marks]

7. Discuss the usefulness of house-style to a magazine which uses freelance writers. Use examples to support your discussion. *house style, American, British, Specious, & American, colour, page design* [20 marks]

8. Discuss the methods an editor can use to maintain current and newsworthy feature articles. Use examples to support your discussion. *legislation* [20 marks]

END OF QUESTIONS