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# FREELANCE & FEATURE WRITING

Thursday 6<sup>th</sup> June 2024

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## 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.



ICM

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 *understand the subject, 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. *Relationship, Style, Price, Content, Freelance, Interview, 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. *Supplement, when idea doesn't need a lot of research, 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. *Date, style, British spellings & American, labour, pay design* [20 marks]
8. Discuss the methods an editor can use to maintain current and newsworthy feature articles. Use examples to support your discussion. *Interview, Agency* [20 marks]

END OF QUESTIONS