

Diploma in Journalism Entrance Test 2024

Candidate's name:

Date:

Centre where test is held:

This is a 2-hour test. It is recommended that you divide your time as follows:

- Journalism: 1hr 45 mins
- Current Affairs: 15 mins

JOURNALISM

Question 1 information

Profile of the town where you work:

You are a reporter covering Bradfield, a town in the North of England with a population of around 140,000. The town is home to the Elitebus manufacturing company, which has been building luxury coaches since the 1940s. It is the biggest employer in the town with 850 people on the payroll.

Information:

Media release: Immediate

From: Mrs Angela Stokes, managing director, Elitebus

Elitebus has been the proud manufacturer of luxury coaches for nearly 80 years. In that time we have been proud to supply coaches that have carried people all over these islands and overseas.

Unfortunately, recent changes in the market place have started to impact on our business. The Covid pandemic saw many coach firms go out of business and the rise in fuel costs has also seen coach operators cutting costs and reducing their fleets. All of this has meant a reduction in orders for our coaches and in the last financial year we have seen sales drop by 35 per cent and the company make a loss of £2.5m. It is with regret that I must announce that Elitebus will be seeking to cut its workforce because of this drop in business and we will be looking to shed 250 jobs. We will be seeking volunteers to leave the company but we cannot at this stage rule out compulsory redundancies. The relevant trade unions have been informed.

Question 1a

Write a Facebook post covering the Elitebus announcement of between 30 and 40 words.

(No marks for fewer than 30 words or more than 40 words)

(10 marks)

Question 1b

Write a news story based on the information you have for immediate publication of no more than 80 words.
(20 marks)

(One mark will be deducted for every three words over the word count to a maximum of 5 marks)

Question 1c

You can speak to the managing director of Elitebus and are able to ask her five questions.

List five questions you would ask. **(10 marks)**

Question 2

There are a number of spelling and punctuation mistakes in the following text. Circle the errors and write the correct word or words above and insert punctuation marks where appropriate. You are looking for spelling and punctuation errors, not matters of style. **DO NOT REWRITE THIS PIECE.** If you do, you will score a zero mark for this question.

Do not use this information to answer question 1. (10 marks)

Letter to the editor

Dear Sir or Madam,

The management team at Elitebus should hang their heads in shame over the decision to make 250 workers redundant.

It has been clear for some time that Elitebus operations needed modernizing as their coach range has barely changed since the 1990s and what they have to offer looks dated in comparison to some of the other coaches on the market.

Their decision five years ago to turn down a significant cash injection from an American investor who we are told was willing to invest £50m into the Bradfield site is starting to look like a serious own goal.

The slimming down of the workforce will, I believe, have a severe impact on the fortunes of our town. Food shops and stores near the factory will see a downturn in takings suppliers of parts and materials will suffer too and there is a severe lack of alternative work in the area suggesting some people will have to move elsewhere to find work.

The sad fact is that a fine firm has fallen behind the times and now hundreds of skilled workers are going to pay a heavy price for their lack of foresight.

Question 3

The town of Bradfield is part of the West Bradshire metropolitan area which has a population of 2.3 million people. It is served by West Bradshire Police. You have received the following

crime statistics from the Office of National Statistics relating to the West Bradshire Police area.

Treat the data as the latest available and that it has just been published today.

West Bradshire crime figures

	January 2023	January 2022	
Anti-social	1965	1522	(+29%)
Burglary	1199	1257	(-4%)
Robbery	273	244	(+10%)
Vehicle	1430	1323	(+7%)
Violent	12012	11259	(+6%)
Drugs	1909	1328	(+30%)
Shoplifting	1767	1701	(-4%)
Public order	2828	3111	(-9%)
Sexual offences	620	514	(+21%)

Question 3a

Based on the statistics provided, write a 150-word story on crime trends in West Bradshire. This is a test of your ability to understand data and to explain the figures in simple language for your readers.

(15 marks)

(One mark will be deducted for every three words over the word count to a maximum of

10 marks)

Question 3b

You wish to develop the story by interviewing people. Name four people you would hope to interview.

(5 marks)

Question 3c

Write a headline for your story, which will be published on a website, of no more than ten words.

(5 marks)

Question 3d

Write a Facebook post to seek more information from victims of crime for a follow-up story.

(5 marks)

General Knowledge

Time recommended: 15 minutes

Attempt **all** the questions. Write your answer on the paper. Do not use a red pen or calculator.

1. The late Queen Elizabeth II celebrated a particular milestone shortly before her death. What was it?

2. What was the title of the memoir by Prince Harry which was published in January 2023?

3. Who did Donald Trump appoint to be his vice-presidential running-mate ahead of the 2024 US election?

4. Which country surpassed China in 2023 to become the world's most populous?

5. The regulatory body covering large sections of the UK press is known as IPSO. What do the initials stand for?

6. In which event did Keely Hodgkinson win gold at the Paris Olympics in August 2024?

7. Which controversial figure struck a plea deal with US authorities in 2024, allowing him to return to his native Australia after years of legal wrangling over his work with WikiLeaks.

8. Who scored England's only goal in their defeat to Spain in the final of the men's Euros in 2024?

9. Which British newspaper is sometimes known as 'The Currant Bun'?

10. What is the capital of Ukraine?

11. Who did Keir Starmer appoint to be the UK's Foreign Secretary after Labour's general election win in July 2024?

12. Which film won the Oscar for Best Picture at the 2024 Academy Awards?

13. What did Toblerone have to remove from its packages after some of the chocolate bar's production was moved outside Switzerland?

14. The UK's deal with the European Union to solve problems relating to trade involving Northern Ireland was named after a famous English town with a royal castle. Which town was it?

15. Which Top Gear presenter's crash and injuries caused the programme to call a halt on filming in March 2023?

16. Which city is the official seat of the European Parliament?

17. Who is the First Minister of Scotland?

18. Which social media app was banned from UK Government devices in March 2023?

19. The UK's biggest-selling song of 2023 was called Flowers. Who sang it?

20. The name of the UK's best-known stock market interest is an acronym followed by a number – what is it?
