

Diploma in Journalism Entrance Test 2025

Marking guides Confidential

Maximum marks:

Journalism Marks (80 available)

Question

- 1a) 10 marks
- 1b) 20 marks
- 1c) 10 marks

Question

- 2) 10 marks

Question

- 3a) 15 marks
- 3b) 5 marks
- 3c) 5 marks
- 3d) 5 marks

General Knowledge Mark (20 available)

TOTAL MARK:

1. News story

a) Facebook post needs to highlight Idris Elba backing campaign and speaking at Trafalgar Square rally after knife crime figures rise again.

b) Key facts: Idris Elba to address Trafalgar Square rally and back MAK campaign after another rise in London knife crime – highest level ever; 4.6 per cent rise to 14,659; three London boroughs see rises of over 40 per cent; reference to MAK's five-year campaign.

c) Award marks for valid suggestions for questions. Potential questions could include:

Who are Mothers Against Knives and what support do they have?

How did they interest Idris Elba in their campaign?

What have they achieved in their five years?

What will the educational programme look like?

What support are they expecting for their rally and march?

Are there mothers who can speak about their experiences of knife crime?

What more do they think politicians could be doing to reduce knife crime?

2. List of errors

1. Nife
2. Gang's
3. Dont
4. There
5. Would of
6. Unfortunatly
7. Question mark after "violence".
8. Capitol
9. Influnce
10. Its should be it's

3. Data story

a) Good answers will identify the rapid increase in pub closures – a 15.7 per cent increase in the last five years compared with a 16.6 per cent increase in the 10 years before that. Candidates should also note how numbers have plunged since 1980. They should also make use of the data which highlights the worst-hit regions, with good candidates perhaps recognising that two areas have lost almost half their pubs over the last 45 years.

b) Reward any valid suggestions but logical sources would be representatives of pub landlords, individual landlords, breweries and organisations like CAMRA. Experts on the hospitality sector would also be an option while good answers should also suggest approaches to the Department for Business, Innovation and Skills. Regional Mayors for areas like the West Midlands could also be suggested.

c) Needs to highlight increasing rate of closures.

- d) Reward candidates who produce a post for X which would genuinely encourage people to get in touch. Good posts should carry interesting information that engages and prompts a response.

4. Current affairs test

One mark for each correct answer (markers to check and update if any office holders have changed):

1. JD Vance
2. Luke Littler
3. Spain
4. Elon Musk
5. Dame Maggie Smith
6. Rishi Sunak
7. A Brat Summer
8. Zoe Ball
9. Max Verstappen
10. Rachel Reeves
11. Benjamin Netanyahu
12. Kemi Badenoch
13. Auschwitz
14. Paris
15. Keely Hodgkinson
16. False
17. Taylor Swift
18. Jurgen Klopp
19. Wagatha Christie
20. Kendrick Lamar

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