



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2015

Centre Number

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Candidate Number

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Journalism in the Media and Communications Industry

AS Unit 1
Journalism in Print



A1J11

[A1J11]

WEDNESDAY 27 MAY, MORNING

TIME

2 hours.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

Answer **all** questions in Section A and **one** question from Section B.

Write your answers in the spaces provided in this question paper.

If needed, you can ask for more sheets to finish your answers.

Please attach these sheets to your booklet using the treasury tag supplied.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.

Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

Quality of written communication will be assessed in Questions 1 and 2 and Questions 4, 5, and 6.

You are provided with an **Insert Booklet** for use with Question 1.

| For Examiner's use only | |
|-------------------------|-------|
| Question Number | Marks |
| 1 | |
| 2(a) | |
| 2(b) | |
| 3 | |
| 4 | |
| 5 | |
| 6 | |

| | |
|--------------------|--|
| Total Marks | |
|--------------------|--|

2 You are a **reporter** for **The Ballynamuch Gazette** which is a **Northern Ireland local weekly newspaper** published every Tuesday. It serves the town of Ballynamuch (population 30,000) and the surrounding rural area in County Tyrone.

Complete the **two** writing tasks **(a)** and **(b)**.

(a) Spend **25 minutes** writing a **news story** of **250 words** for The Ballynamuch Gazette, which will be published the next day. Your news story should be based on the following information. A headline will **not** be required.

It's Monday morning and you are starting your shift at 9.00am. You check the fire and police lines for any overnight events and discover the fire service were called out at 8.00am to a farm 5 miles outside Ballynamuch, near a village called Dalederry. The message says 5 fire appliances are in attendance at a "substantial fire".

You phone fire control and are put through to the fire service press officer, Janet Rae. She says crews have been dealing with a large fire at Grange Farm at Dalederry. The fire is now under control but at its height, 10 fire crews were in attendance. She says: "It took 60 firefighters an hour to bring this under control. Two of our fire officers have been taken to hospital suffering from smoke inhalation."

You call independent councillor Jimmy McCrery, who represents the area on Ballynamuch Council and lives in Dalederry. He says: "When I took the dog out at around half eight this morning the whole area smelt like a chip shop. But then as I came near Grange Farm I saw the smoke and flames. The road was crowded with a dozen fire engines." He says Grange Farm is the base for the animal feed firm Grange Feed, which employs around 30 people.

You phone the police press officer for the Tyrone area, Sean O'Doherty. He tells you that Grange Farm is on the A10, the main road between Ballynamuch and Omagh. He says there was severe disruption during the morning rush hour as police had to close the road because dense smoke was drifting across it. He says: "Local officers put a diversion in place but there were long tailbacks on the A10. We're still asking motorists to avoid the area if they can."

A call comes into the newsroom from John Bates who says he farms land near to Grange Farm. He's calling to complain about Grange Feed. He says: "I've been complaining about that place to the council for years. It's so badly run it's no wonder it hasn't gone up in smoke before." He also says that because the A10 was closed he couldn't get out of his farm this morning, and he had livestock due to be at market.

You phone Grange Feed and get a recorded message that gives you the number of a PR firm to contact – Joe Avery at Avid Communications.

You phone Joe and he tells you that Grange Feed turns food waste into animal feed. The fire started when 13 tonnes of crisps, which were not suitable for human consumption but were still hot, began smouldering. He

| Examiner Only | |
|---------------|--------|
| Marks | Remark |
| | |

2 You have received the press release below from politician Teresa Smith.

(b) Spend **20 minutes** writing a **headline** and the **first three paragraphs of a news story** based on this press release. **The headline and the first three paragraphs must total 80 words.** This story will be for the next edition of The Ballynamuch Gazette.

For immediate release

Teresa Smith, the independent councillor for Ballynamuch West, has pledged her support for traders in the Green Street arcade. The businesses in the popular shopping centre in Ballynamuch say their takings are down due to the extensive work on the road outside. The project to replace water mains in Green Street started three months ago. The work has meant the on-street parking in Green Street is no longer available.

Councillor Smith said: “The businesses in the Green Street arcade, many of them run by local families, say their busiest shopping period – the spring and early summer – has been disrupted by this work.

“They say that shoppers don’t realise that the arcade is still open because of the machinery outside the entrance, and even if they do, they can’t park nearby any more.”

Councillor Smith raised the issue at a meeting of Ballynamuch Council’s finance committee last night. She is calling for the council to allow the businesses in the arcade to pay a lower business rate while the work continues.

The committee agreed to investigate how much this would cost the council. An officer is to report back at the committee’s next meeting in September.

Teresa Smith said: “If the council wants to attract shoppers to Ballynamuch, especially in these hard economic times, it needs to support the traders in the town.”

Ends

Notes for Editors

Teresa Smith has served on Ballynamuch Council for 15 years.

Work to replace the water main in Green Street in Ballynamuch is due to be completed by December 2015.

The original water pipes date from Victorian times.

The upgrading work will improve water pressure for hundreds of homes in Ballynamuch West.

The quality of written communication is assessed in this question.

Examiner Only

Marks Remark

- 3 Below is a **400 word** feature that has been written for a **monthly lifestyle magazine** aimed at women aged 35-55. At the end of the article there are four photographs related to the article.

Spend **10 minutes** completing this task.

You are a sub-editor at the magazine. You must read the feature article and then complete the following sub-editing tasks:

- **Reduce** the word count to the required **350 word total**. You must make any changes on the feature copy itself by putting a line through words you wish to delete and marking any changes clearly;
- Compose an appropriate **headline** for the feature in the space provided on page 13 of this Answer Booklet;
- **Select one photograph** to accompany the article by indicating your choice in the space provided on page 13 of this Answer Booklet; and
- **Write a caption** for the photograph of no more than **10 words** in the space provided on page 13 of this Answer Booklet.

Feature:

By now, your New Year's health resolutions are probably a distant memory, with diets long abandoned and gym memberships barely used. But improving your health doesn't need to involve unrealistic targets and overwhelming lists of rules. We've come up with four sensible, cheap and achievable steps that will help improve your health.

1] Stick to a sensible diet

We all know that diet is important and we need to eat well. Yet the constant bombardment of advice on what foods are 'good' and 'bad' seems to change constantly. Faddy diets come and go, but the best way to improve your diet is to stick to one rule: 'everything in moderation'. Dietician Tony Woods advises: "Studies show that 95% of people who follow a highly restrictive diet to lose weight will put it all back on. It's better to deny yourself nothing, but follow the 80:20 rule. Eat a healthy diet eighty percent of the time."

2] Get moving

Regular physical exercise not only tones your body, but boosts immunity, helping prevent a wide range of illnesses. Don't overwhelm yourself with unachievable targets. Instead, make small changes, such as incorporating a brisk twenty minute walk into your day at least three times a week. Small changes could also include: parking a bit farther from work, walking to the shops rather than driving or taking the stairs instead of the lift.

3] Get a good night's rest

A good night's sleep allows your body to recover from the day's stresses and helps you stay focused during the daytime. When sleeping, your body produces cells that fight infection, so too little sleep will leave you prone to illness. If you struggle with broken nights, check how old your mattress is: it should be replaced after seven years of regular use. Dim the lights an hour or two before bed to allow your body to start producing 'sleepy' hormones.

Examiner Only

Marks Remark

4] *Take time to relax*

Chronic stress is on the rise, and research has linked stress to illnesses like heart disease and diabetes. “We can all take steps to combat stress and prevent it from building up to problematic proportions,” says stress management specialist Sarah Jordan. “A good place to start may simply be to say ‘no’ when you’re already overstretched.”

Going for a walk, switching your mobile off or curling up with a good book could all help alleviate chronic stress. You – and your health – are worth it!



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Photograph 1



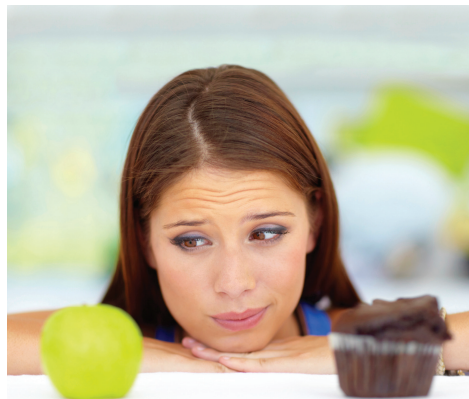
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Photograph 2



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Photograph 3



© Jacob Wackerhausen/ iStock / Thinkstock

Photograph 4

Headline _____

Photograph Number _____

Caption _____

[10]

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| Marks | Remark |
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