



Rewarding Learning

**ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2016**

**Journalism in the Media and
Communications Industry**

AS Unit 1

Journalism in Print

[A1J11]

THURSDAY 2 JUNE, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for GCE Journalism in the Media and Communications Industry.

Candidates must:

- demonstrate knowledge and understanding of journalistic concepts, contexts and debates (AO1);
- apply knowledge, understanding and skills when researching, planning and creating journalistic products (AO2); and
- analyse and evaluate existing journalistic products including their own practical work (AO3).

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 17-year-old or 18-year-old which is the age at which the majority of candidates sit their GCE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 17-year-old or 18-year-old GCE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (Good): The candidate successfully selects and uses an appropriate form and style of writing. Relevant material is organised with a good degree of clarity and coherence. There is a good spread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is extremely well organized with the highest degree of clarity and coherence. There is extensive and accurate use of specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard and ensure that the meaning is exceptionally clear.

Section A

AVAILABLE
MARKS

- 1 The following **two** articles, Article 1 and Article 2, relate to the same news story but are taken from different sources.

Spend **40 minutes** completing the following task.

Compare and contrast the following elements for each article:

- News Angle and Content
- Language and Style
- Target Audience and Ownership

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of both articles' use of news angle and content, language and style • sustained and confident awareness of different target audiences and purpose with thorough consideration of article sources • a highly developed ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • clear critical judgement and independent thinking in their reasoning and arguments • a consistently high quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology fluently and effectively to justify arguments and responses 	([16]–[20])
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of both articles' use of news angle and content, language and style • sound awareness of different target audiences and purpose with consideration of article sources • a good ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • sound critical judgement in their reasoning and arguments • a good quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology appropriately to justify arguments and responses 	([11]–[15])

Mark Band	Levels of Response	Marks	AVAILABLE MARKS
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of both articles' use of news angle and content, language and style • a straightforward awareness of different target audiences and purpose with some consideration of article sources • an uneven but satisfactory ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • some critical judgement in their reasoning and arguments • a satisfactory level of written communication including spelling, punctuation and grammar, as well as organisation of information, with an uneven application of journalistic terminology appropriately to justify arguments and responses 	([6]–[10])	
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of both articles' use of news angle and content, language and style • a limited awareness of different target audiences and purpose with little attempt to consider the article sources • little ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • limited critical judgement in their reasoning and arguments • a level of written communication including spelling, punctuation and grammar, as well as organisation of information, that is characterised by repeated errors and misapplication of journalistic terminology 	([1]–[5])	

[0] is awarded for a response not worthy of credit.

Indicative content for both articles

- Article 1 strives to take a balanced view of the issue which is reflected in the headline. It reports that a range of factors have produced the threat to Europe's fisheries, not just policy failure.
- Article 1 seeks to put the announcement in its historic and political contexts. It highlights the magnitude of the threat and accepts the validity of the study upon which the announcement is based.
- Article 1 gives priority to quotations from the European Commission. It emphasises the need for international agreement, and swift and decisive action. The statements of the British government and the British fishing industry are of secondary importance, but are given in their wider context and in full.
- Article 2 takes a partisan view of the issue and adopts an openly hostile stance to the EU.
- Article 2's headline communicates the problem in terms its readers will easily understand and the writer points the finger of blame at the EU and its Common Fisheries Policy.
- Article 2 makes no effort to put the matter into its historic or political contexts and appears to question the validity of the study upon which the announcement is based.
- Article 2 gives priority to quotations from British politicians and the British fishing industry which it paraphrases. The statements from the EU are of secondary importance.
- Article 1 uses measured language:
 - The scientific report is referred to as being 'independent'
 - The Common Fisheries Policy is 'flawed'
 - The European Commission proposes 'conservation measures'.
- Article 2 uses jingoistic language:
 - The report is by 'EU scientists'
 - The Common Fisheries Policy has 'failed'
 - The European Commission proposes 'drastic cuts'.
- Article 2 makes use of colloquialisms to appeal to its target readership.
- The target readership of the quality newspaper (Article 1) is a broad spectrum of well-informed people who tend to take an interest in international affairs. Article 1 seeks to place the facts before its readers and invites them to make a judgment on the issue.
- The target reader of the tabloid newspaper (Article 2) is C2DE. The article is more selective with the facts, prioritising information which will appeal to its readership's patriotic political perspective.
- The quality newspaper (Article 1) is potentially owned by liberal interests who ensure its editorial policy remains neutral with regard to European announcements.
- The tabloid newspaper (Article 2) is potentially owned by conservative interests which are sceptical of the European Union.

Credit any other valid material

(AO1, AO3)

[20]

AVAILABLE
MARKS

20

- 2 You are a **reporter** for **The Beltown News** which is a **daily regional newspaper**. It serves a large mixed urban and rural district centred on the large town of Beltown.

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

- (a)** Spend **25 minutes** writing a **news story** of **250 words** to be published in the next issue of The Beltown News. Your news story should be based on the following information. A headline will **not** be required.

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • a highly developed and discerning ability to select and prioritise source material in terms of both news value and reliability with confident and effective structuring and ordering of story content • an engaging, effective and persuasive style of language in the presentation of their story • a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (240–260 words) 	([19]–[25])
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to select and prioritise source material in terms of both news value and reliability with sound structuring and ordering of story content • a good and appropriate style of language in the presentation of their story • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (230–270 words) 	([13]–[18])

AVAILABLE
MARKS

Mark Band	Levels of Response	Marks	AVAILABLE MARKS
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a straightforward awareness of target audience and purpose with some consideration of the type of publication • an uneven but adequate ability to select and prioritise source material in terms of both news value and reliability with adequate structuring and ordering of story content • a straightforward but mainly appropriate style of language in the presentation of their story • a satisfactory level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (220–280 words) 	([7]–[12])	
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a limited awareness of target audience and purpose with little consideration of the type of publication • little ability to select and prioritise source material in terms of either news value or reliability with basic structuring and ordering of story content • a basic and mainly inappropriate style of language in the presentation of their story • a level of written communication including spelling, punctuation and grammar, as well as organisation of information that is characterised by repeated errors and minimal ability to work to the word limit (below 220 words and above 280 words) 	([1]–[6])	

[0] is awarded for a response not worthy of credit.

Indicative Content**Story Content and Structure**

- The candidate will be expected to adhere to the inverted pyramid structure in this hard news writing task (i.e. Who? What? Where? When? How? Why?).
- The candidate will be expected to ensure that all the most important information is included in the opening two paragraphs – as per a hard news format.
- The candidate will be expected to write facts and to cite and quote sources accurately.
- The candidate will be expected to select and prioritise information appropriately with the following considerations in mind:
 - A core angle is the vandalism by anti-social youths of a new £50,000 play area.
 - The fact that the joyriders stole vehicles and vandalised a farm should also feature strongly.
 - The story should include the fact that the damaged children’s playground was a result of six years of fundraising and campaigning.
 - The cost to the farmer of the damage to fences, gate and the digger should be mentioned, but holds less news value than the playground damage.
 - The rumour about a dead body, reported by June Brown, has not been corroborated and so should not be reported.
 - The farmer’s opinion about local police should not be reported as to do so would be libel.
 - The name Mark Strong should not be reported as it is potentially libellous and could be in contempt of court.
- The candidate will be expected to write in a style appropriate to the hard news brief (i.e. factual with no speculation).
- The candidate’s writing will be expected to reflect the interests of the target audience (i.e. avoiding sensationalist language).

Credit any other valid material.

(AO1), (AO2)

[25]

AVAILABLE
MARKS

(b) You have received the press release below from the police.

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 also be for the next issue of The Beltown News.

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • a highly developed and discerning ability to select and prioritise source material in terms of news value with confident and effective structuring and ordering of the content used in their story introduction • an engaging, effective and persuasive style of language in the presentation of their story introduction and headline • a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (75–85 words) 	<p>[[12]–[15]]</p>
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to select and prioritise source material in terms of news value with sound structuring and ordering of the content used in their story introduction • a good and appropriate style of language in the presentation of their story introduction and headline • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (70–90 words) 	<p>[[8]–[11]]</p>

AVAILABLE
MARKS

Mark Band	Levels of Response	Marks	AVAILABLE MARKS
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a straightforward awareness of target audience and purpose with some consideration of the type of publication • an uneven but adequate ability to select and prioritise source material in terms of news value with adequate structuring and ordering of the content used in their story introduction • a straightforward but mainly appropriate style of language in the presentation of their story introduction and headline • a satisfactory level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (65–95 words) 	[[4]–[7]]	
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the writing brief in terms of style and format and their role as a reporter • a limited awareness of target audience and purpose with little consideration of the type of publication • little ability to select and prioritise source material in terms of news value with basic structuring and ordering of the content in their story introduction • a basic and mainly inappropriate style of language in the presentation of their story introduction and headline • a level of written communication including spelling, punctuation and grammar, as well as organisation of information that is characterised by repeated errors and minimal ability to work to the word limit (below 65 words and above 95 words) 	[[1]–[3]]	

[0] is awarded for a response not worthy of credit.

Indicative Content

- The candidate will be expected to adhere to the inverted pyramid structure in this news writing task (i.e. Who? What? Where? When? How? Why?).
- The candidate will be expected to ensure that all the most important information is included in this short word count.
- The candidate will be expected to write facts and to cite and quote sources accurately.
- The candidate will be expected to reflect the main story in the headline – this may take different angles, e.g. focusing on the arson incident or emphasising the two staff members' ordeal and current treatment in hospital. The angle that police are appealing for information, taken by the press release, would be the weakest angle for a headline or news story.
- The candidate will be expected to write in a factual style with a headline that reflects the story.

Credit any other valid material.

(AO1), (AO2)

[15]

40

AVAILABLE
MARKS

- 3 Below is a news article that has been written for the Ballynamuch Times, a daily newspaper that serves the town of Ballynamuch and the surrounding rural area in County Antrim. 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 Ballynamuch Times. You must read the article and then complete the following sub-editing tasks:

- **Reduce** the word count. To do this, draw a line through **three paragraphs** you want to **delete**;
- Write the new paragraph **number sequence** in the order you want them to appear in the space provided on page 13;
- Compose an appropriate **headline** for the article in the space provided on page 13;
- **Select one photograph** to accompany the article by indicating your choice in the space provided on page 13; and
- **Write a caption** for the photograph of no more than **10 words** in the space provided on page 13.

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • a highly developed and discerning ability to make selections in order to abbreviate the original text, sequencing the paragraphs in a coherent and effective manner, and choose an appropriate and effective accompanying photograph • an engaging, effective and persuasive style of language in the presentation of the headline and caption 	([9]–[10])
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to make selections in order to abbreviate the original text, sequencing the paragraphs in a mostly coherent and effective manner, and choose an appropriate accompanying photograph • a good style of language in the presentation of the headline and caption 	([6]–[8])

AVAILABLE
MARKS

Mark Band	Levels of Response	Marks
2	The candidate demonstrates: <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a straightforward awareness of target audience and purpose with consideration of the type of publication • an uneven but adequate ability to make selections in order to abbreviate the original, sequencing the paragraphs in a satisfactory manner, and choose an appropriate accompanying photograph • a straightforward but mainly appropriate style of language in the presentation of the headline and caption 	([3]–[5])
1	The candidate demonstrates: <ul style="list-style-type: none"> • a basic knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a limited awareness of target audience and purpose with consideration of the type of publication • minimal ability to make selections in order to abbreviate the original text or sequence the paragraphs appropriately, with an ineffective choice of photograph • a basic and mainly inappropriate style of language in the presentation of the headline and caption 	([1]–[2])

[0] is awarded for a response not worthy of credit.

**AVAILABLE
MARKS**

Indicative Content**Sub-Editing Task****Abbreviating/re-sequencing the text:**

The candidate will be expected to ensure that all of the most newsworthy and appealing aspects of the article are included within the reduced word count. Candidates should sequence the paragraph order emphasising the most relevant information to a local audience. The main focus should be on the paragraphs describing the impact the storm is having in Northern Ireland and giving people in the Ballynamuch area relevant local safety and travel information.

The paragraphs about the householder Mary Johnson should be included as they provide a human interest angle relevant to the audience. However, this aspect should not be the main focus as: the incident happened yesterday morning, she lives in another part of Northern Ireland and she was unhurt.

Paragraphs 1, 9 and 10 should be deleted because they focus on regions/ countries outside the target audience area for the local newspaper.

The ideal paragraph number sequence is: **3, 4, 6, 5, 2, 7 and 8.**

Headline:

The headline must reflect the main focus of the article (extreme weather conditions) and be written in a style to appeal to its local target readership.

Photo Selection: (from highest to lowest suitability)

- Photo 2 – fallen tree blocking the road – this image reflects the concern about traffic/travel chaos. The warning banner also reflects the concern regarding downed power lines.
- Photo 4 – tree fallen on the roof of a house – this image reflects a secondary aspect of the article, namely the damage done to Mary Johnson’s house as a result of the high winds.
- Photo 1 – woman walking in windy conditions – this image provides some indication of the inclement weather conditions (the umbrella, warm clothing and grey clouds) but lacks the impact/urgency needed to appropriately reflect the news story.
- Photo 3 – sunset – this image may illustrate a slight breeze but jars with the main angle of the news story.

Caption:

The caption must enhance the main focus of the image and offer further insight to the reader.

Credit any other valid material.

(AO2)

[10]

10

Section A

70

AVAILABLE
MARKS

Section B

Candidates answer **one** question from this section

Spend **25 minutes** writing your response.

You will be expected to use examples to illustrate your arguments.

4 Discuss the reasons why journalists should avoid defamation and explain the legal defences available to them in the case of a libel trial.

or

5 Discuss the ethical issues which must be considered by editors when selecting a photograph to illustrate a news story.

or

6 Discuss the positive and negative impact the development of technology has had on print journalism in the UK.

Levels of response and indicative content for these questions are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the chosen issue with confident awareness of different perspectives • effective and purposeful use of examples taken from their own study to illustrate arguments • a highly developed ability to analyse the main discussion points with clear critical judgement • a consistently high quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology fluently and effectively to justify arguments and responses 	([23]–[30])
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the chosen issue with sound awareness of different perspectives • purposeful use of examples taken from their own study to illustrate arguments • a good ability to analyse the main discussion points with evidence of sound critical judgement • a good quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology appropriately to justify arguments and responses 	([16]–[22])

AVAILABLE
MARKS

Mark Band	Levels of Response	Marks
2	The candidate demonstrates: <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the chosen issue with straightforward awareness of different perspectives • satisfactory use of examples taken from their own study to illustrate arguments • an uneven but satisfactory ability to analyse the main discussion points with evidence of some critical judgement • a satisfactory level of written communication including spelling, punctuation and grammar, as well as organisation of information, with an uneven application of journalistic terminology to justify arguments and responses 	([9]–[15])
1	The candidate demonstrates: <ul style="list-style-type: none"> • a basic knowledge and understanding of the chosen issue with straightforward awareness of different perspectives • a limited use of examples taken from their own study to illustrate arguments • little ability to analyse the main discussion points with limited evidence of critical judgement • a level of written communication including spelling, punctuation and grammar, that is characterised by repeated errors and misapplication of journalistic terminology and a lack of organisation 	([1]–[8])

[0] is awarded for a response not worthy of credit.

Indicative Content for Questions 4, 5 and 6 is provided on the following pages.

**AVAILABLE
MARKS**

- 4 Discuss the reasons why journalists should avoid defamation and explain the legal defences available to them in the case of a libel trial.

AVAILABLE
MARKS

Indicative Content

Defamation

- Defamatory statements are those which 'tend' to expose a person to 'hatred, ridicule or contempt', cause them to be 'shunned or avoided' or lowered in the estimation of 'right-thinking members of society'. For a business, a statement is judged defamatory if it could affect sales or profit.
- If a newspaper or broadcaster loses a defamation trial, they could be faced with huge damages and legal fees. Even if they win the case, they may have to pay some legal fees. For this reason the vast majority of defamation cases are settled out of court.
- In the past, large damages have put some publications out of business, e.g. in 2000 *Living Marxism* magazine went bankrupt after paying £375,000 damages.
- If a media organisation repeats defamatory information first published elsewhere, the 'repetition rule' means that it is still liable.

Legal Defences

- The defence of 'truth' (simply that the statement concerned is true) is the strongest and simplest defence but often difficult to use, as the burden of proof is on the defendant (journalist) rather than the claimant.
- Fair or 'honest comment' is another defence available to journalists. This is the defence that the story is a commentator's honestly-held view on an issue of public importance or interest. In 2007, the *Irish News* was sued by Goodfellas restaurant for a critical review. Although the jury decided that the review was libellous, the newspaper successfully appealed this decision using the honest comment defence.
- The third major defence is privilege: the fact that a report was made under privileged circumstances. This includes absolute privilege (e.g. court reports) and qualified privilege (e.g. public meetings, press conferences and official statements from government bodies). To use the defence of qualified privilege, a journalist must show that a statement was fair and accurate, that it was made on a privileged occasion and that it was not made maliciously.
- An example of qualified privilege would be a local council meeting. A reporter may safely report anything that is said during that meeting – even if the statement is defamatory. However, if a councillor who was defamed during the meeting asks for their view or 'contradiction' to be published alongside the report of the council meeting, the journalist is legally required to do so.

Examples

- In 2012 Comedian Frankie Boyle won £54,650 in damages after a High Court jury concluded that the *Daily Mirror* had libelled him by describing him as 'racist'.
- Journalists and editors must also be careful in their use of photographs. In 2007, the *Daily Mail* offered damages to a former martial arts world champion whose photograph was mistakenly used in coverage of a robbery trial. He had nothing to do with the trial but shared a first name with a defendant who was also a martial arts champion.

Credit any other valid material

(AO1, AO2, AO3)

[30]

30

- 5 Discuss the ethical issues which must be considered by editors when selecting a photograph to illustrate a news story.

AVAILABLE
MARKS

Indicative Content

There are four main areas of sensitivity: violence, privacy, decency and faking.

Violence:

- Editors must consider whether the presence of the camera has encouraged violence for the sake of publicity and if publication promotes the propaganda desired by extremists.
- In the early days of the Northern Ireland Troubles, rioting was often triggered by the arrival of photographers.
- Today, picture editors would not agree to publish a gruesome photograph of a jihadist beheading a hostage, as not only would this cause enormous distress to many people, but it would also play into the hands of the terrorists who seek to use the mass media to create fear and outrage.
- However, there are occasions when the publication of an image of violence can be justified in the public interest. After the La Mon House incendiary bombing in Northern Ireland in 1978 newspapers and broadcasters published a picture of the body of a victim which was burned beyond recognition. It was widely accepted that the image conveyed the barbarity of the act in a manner that could not be achieved by words alone.
- *The Guardian's* decision to publish Kenneth Jareke's photograph *Highway of Death* in 1991, depicting an Iraqi soldier, who was burned at the wheel of his truck, graphically conveyed to the British public what the government had done in its name during the Gulf War.

Privacy:

- Picture editors must ensure that an image has been acquired by a photographer who is complying with the law on privacy.
- While there are occasions when covert photography can be justified by a public interest argument (e.g. exposing wrongdoing), there are clear guidelines and codes that make it clear when it is not acceptable.
- A photograph captured in a public place can normally be published without fear of infringing upon privacy laws.
- There is no defence for photographs which involve trespassing on private property or using telephoto lenses to intrude upon the privacy of individuals (even those who are within the public eye).
- There is no defence for photography which depicts children without parental consent.
- Editors are aware that the courts will consider the following:
 - Was the person photographed in a place where they had a reasonable expectation of privacy?
 - Was the person persistently harassed by the media?
 - Was the person mentally ill or otherwise unwell when the picture was taken?
 - Is there a public interest argument which over-rides the right to privacy?
 - Is the image so widely publicised already that banning its publication is pointless?

Decency:

- Public attitudes toward nudity have markedly relaxed since the introduction of the 'Page Three Girl' in *The Sun* in 1970 and rival newspapers have also exploited this phenomenon. However in the UK and Ireland, the majority of newspaper readers, who tend to bring the publication into their family homes, remain uncomfortable with images which reveal more than this level of nudity.
- By contrast, public attitudes towards photography which is likely to cause serious or widespread offence on the grounds of race, religion, gender, sexual orientation and disability have, arguably, hardened. Images which stray into this area must have a strong public interest argument behind them if they are to make it onto the page and escape censure. This is a complex area. In 1991 the Italian clothing company Benetton caused outrage in the UK with a series of provocative advertising images, including one of a newborn baby because it was considered exploitative.
- There are clear guidelines about the reporting of suicide and intrusion into grief. *The Sunday World's* decision to publish an image of a man who hanged himself from a bridge over a busy road in Bangor, Co. Down, earned the newspaper widespread criticism in 2009. The editor argued that public interest justified his decision however he was forced to apologise for a breach of the Press Complaints Commission's guidelines. The PCC received more than 70 complaints.

Faking:

- Modern electronic software offers opportunities to enhance and manipulate images; the addition or removal of content can significantly distort the original reading.
- While it may be deemed by some to be relatively harmless to publish a photograph of a celebrity which has been 'air-brushed' to make them look more appealing, it is not acceptable to do so with a serious news picture. In 2006, freelance cameraman Adnan Hajj produced pictures, published by Reuters, which had been manipulated to make a bombing look more dramatic. Head of PR at Reuters, Moira Whittle, said: "Reuters takes such matters extremely seriously as it is strictly against company editorial policy to alter pictures."

Credit any other valid material

(AO1, AO2, AO3)

[30]

30

AVAILABLE
MARKS

- 6 Discuss the positive and negative impact which the development of technology has had on print journalism in the UK.

Indicative Content

- Although crude, woodblock printing techniques have existed since the third century AD. In 1450 the development of a printing press with movable type by German inventor Johannes Gutenberg made printing easier and cheaper. This paved the way for the development of the mass media.
- The development of typesetting from manual to digital methods, and the development of desktop publishing software had by the 1980s made producing newspapers cheaper, easier and more efficient.
- The development of the Internet has had huge consequences for how journalists gather and present the news, as well as how profitable the business is.
- Most UK newspapers had launched online versions by the mid-1990s but have often struggled to make money from them. Some, including the *Times* and *Sunday Times*, have introduced paywalls, but are still not in profit. The company's head of digital, Alan Turner, said in March 2014 that the company had moved from a £72 million loss in 2009 to £6 million for the trading year ending June 2013.
- Newspapers continue to develop their online presence, for example embedding video into 'print' stories, using infographics (e.g. the *Guardian's* data section, www.theguardian.com/data) and posting live blogs on breaking stories.
- As well as changing the way 'print' stories are presented, the Internet has revolutionised how journalists gather information, with reporters incorporating the new technologies into their news-gathering. Sources including blogs, social networking sites and YouTube are now rich sources of information for print journalists.
- The rise of 'citizen journalism' has been a valuable source of information to journalists, especially where they are banned or it is dangerous to work, e.g. Syria, the Arab Spring countries, Mexico. The Internet and mobile phones with camera and video capability have facilitated this development. However, such material is often difficult to authenticate and may only present one viewpoint. It should be used with caution and given context by journalists before going to press.
- The growing availability of news online and on 24-hour television news networks has both positively and negatively impacted upon print journalism. Digital technology has contributed to falling sales within the print media and subsequently reduced newspapers' advertising revenue; while print journalists are frequently represented on 24-hour television news networks as 'experts' thus raising the profile of their newspaper. Online news and 24-hour television news networks also provide further sources of information for print journalists, particularly those in local newspapers who may not have the financial resources to independently investigate a story.

Credit any other valid material.

(AO1, AO2, AO3)

[30]

30

Section B

30

Total

100

AVAILABLE
MARKS