

New
Specification



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2017

**Journalism in the Media and
Communications Industry**

AS Unit 1

Journalism in Print

[SJR11]

TUESDAY 16 MAY, MORNING

**MARK
SCHEME**

GCE AS JOURNALISM IN THE MEDIA AND COMMUNICATIONS INDUSTRY

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 Levels of Response and Indicative Content for this question are located below and 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 • 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]
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 • 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 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 • 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]
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AVAILABLE MARKS

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

Indicative Content for both articles

- Both articles address the topic of cyberbullying but approach it from different angles: Article 1 focuses on how adults are trying to combat the phenomenon of cyberbullying; Article 2 focuses on offering advice and information to teens.
- Article 1 leads with the news that schools have been issued with guidance about the dangers of internet use. The article references a recent court case and includes official government views, before focusing on a charitable endeavour to offer balance and a positive angle.
- Article 2 is a feature and therefore focuses on the human interest angle (triumph over adversity).
- Both articles include advice about the issue of cyberbullying, but while Article 1 concentrates on advice directed at adults (teachers who have been issued with the guidance, and parents) on the broader theme of internet safety, Article 2's advice is aimed at its target readership of school-aged girls. Therefore it does not mention the guidance sent to schools.
- Both articles mention Childline, but Article 2 goes further in providing the phone number and stating the charity's specific advice to young people.
- Both articles quote Michaela Walsh who has addressed school pupils on this topic. Article 1 includes a quotation from her which is aimed at parents. This is in line with Article 1's target readership.
- Both articles attempt to define cyberbullying. Article 1's definition is factual and impersonal, while Article 2's is more informal in language ('So what is online bullying?') and personal in tone ('It can be...really scary').
- Article 1 uses a neutral and detached tone throughout. It contains use of the passive voice ('New guidance...has been sent').
- Article 2 is more emotive in tone and contains simpler language ('Shocking'). The tone is more immediate, with some use of the present continuous tense ('she is now urging young people to do the same') and active voice ('Michaela has fought back').

- Article 2 leads with a description of Michaela and the story of her struggle with cyberbullying, deliberately omitting her surname to encourage readers to apply the advice offered to their own circumstances.
- Typical of a feature article, Article 2 contains more description and details, e.g. the specific details of what bullies told Michaela on social media sites in order to sustain the interest of the target readers.
- Article 2 uses a much stronger editorial voice, often used by magazine journalists to create an empathetic link with the target readership. E.g. the opening description of school-girl Michaela is one that many teenage girls may identify with; and there are direct appeals to the readership ('This could be your mum, dad or a schoolteacher').
- The owners of both publications will expect this sensitive topic to be dealt with in a responsible, relevant and accurate manner appropriate to their respective readerships.
- By taking a social issue that affects young people worldwide and localising it, both articles are reflecting the owners' commitment to that target readership.

Credit any other valid material. (AO1, AO3)

[20]

20

AVAILABLE
MARKS

- 2 (a) Levels of Response and Indicative Content for this question are located below and 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) 	[20]–[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) 	[14]–[19]
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]–[13]

AVAILABLE
MARKS

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]
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AVAILABLE MARKS

[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 exercise (i.e. Who? What? Where? When? Why? How?).
- 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:
 - How many children were rescued? (Three, not four as was first suggested by the school secretary).
 - Who can be quoted directly or cited (in reported speech)? All sources can be potentially quoted or cited in the material except Councillor Susan Brown's direct comments about Colette Johnson, which are potentially libellous, and Kylie McFerran's comment that the school should take better care of the children, which is also potentially libellous.
- The candidate will be expected to write in a style appropriate to the hard news brief (i.e. factual with no speculation and avoiding sensationalist language).
- The candidate's writing will be expected to reflect the interests of the target audience.

Credit any other valid material.
(AO1), (AO2)

[25]

- (b) Levels of Response and Indicative Content for this question are located below and 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 • an engaging, effective and persuasive style of language in the presentation of their story 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) 	[12]–[15]
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 • a good and appropriate style of language in the presentation of their story 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) 	[8]–[11]
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 • a straightforward but mainly appropriate style of language in the presentation of their story 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]

AVAILABLE
MARKS

1	The candidate demonstrates:	[1]–[3]	AVAILABLE MARKS
	<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 • a basic and mainly inappropriate style of language in the presentation of their story 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) 		
<p>[0] is awarded for a response not worthy of credit.</p>			
<p>Indicative Content</p>			
<ul style="list-style-type: none"> • 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 (e.g. paraphrasing the policeman’s comments to meet the word count whilst retaining the original meaning). • The candidate will be expected to reflect the main story in the headline – this may take different angles (e.g. focusing on the cost to the traders of removing the graffiti, or the police ‘crackdown’). • The candidate will be expected to write in a style appropriate to this short brief (i.e. factual in the main text with a headline that focuses on the issue). 			
<p>Credit any other valid material. (AO1), (AO2)</p>			
		[15]	40

- 3 Levels of Response and Indicative Content for this question are located below and on the following pages.

Mark Band	Levels of Response	Marks
4	The candidate demonstrates: <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 locate errors and correct them accurately (9–10 errors corrected) 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	The candidate demonstrates: <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 locate errors and correct them accurately (6–8 errors corrected) and choose an appropriate accompanying photograph • a good style of language in the presentation of the headline and caption 	[6]–[8]
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 locate errors and correct them accurately (3–5 errors corrected) 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 locate errors and correct them accurately (0–2 errors corrected) 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****Corrections:**

- | | |
|--|----------|
| 1 buisnesses to businesses | (para 1) |
| 2 chemicle to chemical | (para 2) |
| 3 calender to calendar | (para 3) |
| 4 independant to independent | (para 3) |
| 5 estamates to estimates | (para 5) |
| 6 incidant to incident | (para 7) |
| 7 posession to possession | (para 7) |
| 8 Ambulince to Ambulance | (para 7) |
| 9 compliants to complaints | (para 8) |
| 10 dialog to dialogue | (para 9) |

Headline:

The headline must reflect the main focus of the article (successful music festival) and be written in a style to appeal to its target readership.

Photograph Selection: (from highest to lowest suitability)

- Photograph 3 – fans dancing in front of a stage – this image reflects the positive tone of the feature article and the genre of the music festival.
- Photograph 2 – tents – this image reflects the type of tents associated with festivals and the number of tents implies the success of the festival in line with the primary angle of the feature.
- Photograph 4 – close up of guitar playing – this image is appropriate to the topic of music and the reference to the workshops mentioned in the feature.
- Photograph 1 – child splashing in a puddle – whilst the feature mentions the family-friendly atmosphere of the festival, there is no other identifier in the image to link it with the topic of music festivals.

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

AVAILABLE
MARKS

Section B

Levels of Response for Questions 4, 5 and 6 are provided below and on the following page.

Mark Band	Levels of Response	Marks
4	The candidate demonstrates: <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 	[25]–[30]
3	The candidate demonstrates: <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 	[17]–[24]
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 quality 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]–[16]
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.

AVAILABLE
MARKS

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

4 Indicative Content

- Print media, unlike broadcast media which is regulated by Ofcom, is not regulated by a statutory body. Instead, the print press is self-regulating.
- In 1991 the print journalism industry established the **Press Complaints Commission (PCC)**, a voluntary body staffed mostly by lay people (non-journalists) which was designed to consider complaints about journalistic malpractice - ethical rather than legal issues.
- The **Editors' Code of Practice** was developed by the PCC to establish high ethical principles, against which journalistic standards could be measured. Codes are important because they build trust and reassure audiences that journalists follow a benchmark for behaviour.
- In 2011 and 2012, the **Leveson Inquiry** into the culture, ethics and practice of the British press criticised unethical behaviour such as phone-hacking and **recommended** a new press regulator underpinned by statutory law. To date, the government has not implemented this recommendation.
- The PCC was replaced by the **Independent Press Standards Organisation (IPSO)** in September 2014. Like the old PCC, this independent regulator aims to 'uphold the highest standards of journalism by monitoring and maintaining the standards set out in the Editors' Code of Practice, and provide support and redress for individuals seeking to complain about breaches of the Code'.
- **IPSO** has 77 publishers signed up as members, including all the major national newspaper groups apart from the *Guardian*, the *Independent* and the *Financial Times*.
- **IPSO** handles complaints, and conducts investigations into editorial standards and compliance with the Editors' Code. It has the power to issue fines and to require publications to publish corrections.
- The **Editors' Code of Practice** has 16 clauses covering: accuracy, opportunity to reply, privacy, harassment, intrusion into shock and grief, children, children in sex cases, hospitals, reporting of crime, clandestine devices and subterfuge, victims of sexual assault, discrimination, financial journalism, confidential sources, witness payments in criminal trials, payments to criminals.
- Journalists are entitled to breach the code only in cases of overwhelming public interest which includes, but is not confined to:
 - (i) Detecting or exposing crime or serious impropriety;
 - (ii) Protecting public health and safety;
 - (iii) Preventing the public from being misled by an action or statement of an individual or organisation.
- There is a **public interest** in freedom of expression itself.
- There are other codes of practice which newspaper journalists abide by, including the **NUJ code of conduct**.
- It is important to remember that the guidelines in these codes are not laws. While the law can be specific and limited, self-regulation allows the press to be flexible and have some scope to decide for themselves how to approach difficult questions.

Credit any other valid material
(AO1, AO2, AO3)

[30]

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AVAILABLE
MARKS

5 Indicative Content

- The UK magazine market is large and diverse, catering for a wide range of ages, interests, opinions, aspirations and lifestyles.
- The UK publishing industry body, Audit Bureau of Circulation, audits over 500 titles.
- More than 56 million titles were sold in 2013.
- Magazines appeal to advertisers because they target niche markets and clearly defined audiences.
- Sales of the traditional printed magazine are in decline because of the advent of digital media but many publications are embracing the digital platform, e.g. *Vogue.co.uk* has over 2.3 million followers on Twitter and over 2.5 million Facebook fans.
- Some of the latest magazines are available in digital format only.
- Despite a downward trend in traditional print sales, the UK magazine sector still generates healthy profits for publishers and retailers and new titles are launched every year, e.g. *Forever Sports* launched in 2014 and *Minecraft Magazine* launched in 2015.
- An increase in the number of people in retirement has led to more titles and sales of magazines for this target audience, e.g. *Sixty and Me*, *Living Better 50+*.
- The number of wealthy people has increased and there has been an increase in the number of titles and sales of magazines for this target audience, e.g. *The Economist*.
- Established magazines, with more general content, have lost most circulation. E.g. figures for the *Reader's Digest* in 2014 suggest a loss of 37.7% compared to circulation figures in 2013.
- Nationally there are large sales of magazines devoted to everything from politics and commerce to celebrity gossip, sport, fashion, music and lifestyles – from *Cosmopolitan* to *Practical Fishkeeping*.
- The most popular magazines are television listings including *TV Choice* and the *Radio Times*.
- *Men's Health* is often the biggest seller for men and *Good Housekeeping* is often the biggest seller for women.
- Trade magazines cater for people who have jobs or businesses in specific sectors of the economy, e.g. *The Press Gazette* for people in the magazine and newspaper industry.
- The regions often have their own magazines in the most profitable sectors, e.g. *Northern Woman* in Northern Ireland.

Credit any other valid material
(AO1, AO2, AO3)

[30]

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AVAILABLE
MARKS

6 Indicative Content

- Journalists all over the world subscribe to key ethical principles, detailed in various ethical codes.
- For example, the National Union of Journalists foregrounds **freedom of expression** in its 12-point code of conduct. Point 1 says: ‘A journalist...at all times upholds and defends the principle of media freedom, the right of freedom of expression and the right of the public to be informed.’
- Ethical codes all stress **accuracy** – the principle that journalistic output must be **well sourced**, based on **sound evidence**, thoroughly **tested** and presented in **clear precise language**.
- The Editors’ Code of Practice, used by the Independent Press Standards Organisation (IPSO), has 16 clauses covering issues around: accuracy, opportunity to reply, privacy, harassment, intrusion into shock and grief, children, children in sex cases, hospitals, reporting of crime, clandestine devices and subterfuge, victims of sexual assault, discrimination, financial journalism, confidential sources, witness payments in criminal trials, payments to criminals.
- Good practice detailed in the codes includes:
 - the **double-checking of sources**
 - giving those criticised a **‘right of reply’**
 - **respecting people’s privacy**, particularly in times of grief, illness or shock
 - **protecting the vulnerable**, e.g. children
 - **avoiding subterfuge**, e.g. using hidden recording devices
- Journalists are entitled to breach these guidelines only in cases of overwhelming public interest. Public interest itself is a strong ethical principle which includes, but is not confined to:
 - (i) Detecting or exposing crime or serious impropriety.
 - (ii) Protecting public health and safety.
 - (iii) Preventing the public from being misled by an action or statement of an individual or organisation.

Recent examples of unethical practice:

- In March 2015 IPSO upheld a complaint against *The Derby Telegraph* for publishing an unpixelated photograph of an 11-year-old girl standing over her injured sister at the scene of an accident. The photo breached Clause 3 (Privacy), Clause 5 (Intrusion into grief or shock) and Clause 6 (Children).
- In July 2015, a Co. Tyrone-based vicar complained to IPSO when Belfast’s *Sunday Life* newspaper published rumours that he was gay and also mentioned that he had children. IPSO ruled that the paper had breached Clause 3 and the paper was ordered to publish the adjudication on p. 7 of its paper and on its website.
- In March 2015 IPSO upheld a complaint against *The Birmingham Mail* which published an article about a doctor who had been cleared of any wrongdoing by the High Court. The headline (and elements within the article) was deemed to have breached Clause 1 (Accuracy) because of its use of language: “Doctor who fondled patient’s breasts is allowed back into medical practice”.
- In September 2014 the PCC upheld a complaint against the *Daily Mail* which published an article about Romanian and Bulgarian immigrants travelling to the UK in vast numbers. The numbers cited were deemed to be inaccurate, breaching Clause 1 (Accuracy).

Credit any other valid material.
(AO1, AO2, AO3)

[30]

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Total

100

AVAILABLE
MARKS