



**General Certificate of Secondary Education
2018**

**Journalism in the Media and
Communications Industry**

Unit 3: Industry, Theory and Practice

[GJN31]

WEDNESDAY 16 MAY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE 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 GCSE Journalism in the Media and Communications Industry.

Candidates must:

- AO1** demonstrate knowledge and understanding of journalistic concepts, contexts and practices;
- AO2** apply knowledge, understanding and skills when researching, planning, creating and presenting journalistic products; and
- AO3** analyse, evaluate and make reasoned judgements about existing journalistic products and materials, including their own work.

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 16-year-old which is the age at which the majority of candidates sit their GCSE 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 GCSE 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. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

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 adequate.

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 to no use of specialist vocabulary. Presentation, spelling, punctuation and grammar is such that intended meaning is not clear.

Level 2 (Adequate): 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 is uneven in places but is mostly able to make meaning clear.

Level 3 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised mostly with clarity and coherence. There is mostly consistent use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear and well-articulated throughout.

Section A: Law, Industry and Cross-Platform Conventions

This section tests AO1.

- 1 What do the letters NUJ stand for?

Answer: National Union of Journalists.

1

- 2 In the Ofcom Broadcasting Code, what does Section Two and Section Eight relate to?

Answer: Section Two: Harm and Offence
Section Eight: Privacy

Award **one** mark for each correct response.

2

- 3 In broadcast journalism, what is the term given to short pieces of sound, often used to indicate the beginning or end of a report?

Answer: Stinger (accept sting)

1

- 4 Briefly outline an example of secret filming. This can be real or imagined.

Award marks for the examples given as follows:

2 marks: secure and convincing example which illustrates the key elements of secret filming

1 mark: basic example which illustrates some of the key elements of secret filming

0 mark: a response which is not worthy of credit

Answer:

An imagined example might be:

A journalist may be given permission by the editor to secretly record a manager of a supermarket who is misleading customers by claiming items are being sold at discounted prices.

A real example might be:

In 2011 an undercover *Panorama* investigation exposed abuse at a care home in Bristol. The secret filming formed part of the evidence when eleven care workers were prosecuted.

Credit any valid alternatives.

2

- 5 Select **three** duties that you would expect a television news producer to carry out.

Film packages	Liaise with the presenter	Decide on the running order
Review stories for accuracy and legal issues		Write stories

Answer: Liaise with the presenter;
Review stories for accuracy and legal issues;
Decide on the running order.

Award **one** mark for each correct selection.

- 6 One legal defence that a journalist or media organisation might use when charged with defamation is 'offer of amends'. Identify **two** other legal defences to defamation.

Answer: Justification (truth) Honest opinion/fair comment Absolute privilege
Qualified privilege Accord and satisfaction

Award **one** mark for each correctly identified defence.

- 7 In online journalism, what is previously published material or information known as?

Answer: Archive material

- 8 Look at the newspaper front page below.

Identify the **three** features, labelled A, B and C. Type the name of the feature in the appropriate box.

A Masthead



C Sidebar

B Caption

© CCEA

Award **one** mark for each feature correctly named.

AVAILABLE
MARKS

3

2

1

3

15

Section A

Section B: Sub-editing, Editing and Public Relations

AVAILABLE
MARKS

This section tests AO1, AO2 and AO3.

- 9 As the sub-editor of a **national quality daily newspaper** you receive the photograph and caption below from the Politics Editor.

The photograph and caption are to be used in an article about increased customs controls at airports.

Write a 5–12 word headline to accompany the photograph and caption.

Your spelling, punctuation and grammar will be assessed in this question.



Bemused travellers from New York are stalled at Heathrow airport as customs staff apply new protocols.

© DigitalVision / Thinkstock

Mark Band 3 ([5])

Characterised by:

- a fluent sentence/question which adheres to the stated word limit
- content and tone that reinforces/enhances the angle indicated by the stimulus
- accurate spelling, punctuation and grammar.

Mark Band 2 ([3]–[4])

Characterised by:

- a straightforward sentence/question which adheres to the stated word limit
- content and tone that reflects the angle indicated by the stimulus in a straightforward way
- mostly accurate spelling, punctuation and grammar.

Mark Band 1 ([1]–[2])

Characterised by:

- a basic sentence/question that may fall within the stated word limit
- content that has some loose relevance to the stimulus
- spelling, punctuation and grammar which may contain repeated errors.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

- 10** You work for Public Relations firm, **Solutions Direct**. Your firm has been hired by independent MP, **Roger Simpson** after he was found guilty by the Independent Parliamentary Standards Authority (IPSA) of misuse of expenses. IPSA found that Roger Simpson used MPs' expenses to pay a mortgage on a house in London which he subsequently let out to students.

Write a 140-word press release.

Base the press release on the notes in the insert provided. These notes were made during a briefing by Roger Simpson and his constituency chairman, Tom Dukes.

Quality of written communication will be assessed in this question.

Mark Band 4 ([12]–[15])

Characterised by:

- excellent formatting of the press release
- confident structuring with a purposeful re-formulation of the stimulus information
- an assured ability to present the required tone and voice of a press release
- a clear ability to convey the client's message with a very good understanding of the target audiences
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence
- a precise adherence to the required word limit.

Mark Band 3 ([8]–[11])

- good formatting of the press release
- appropriate structuring of the press release with a competent re-formulation of the stimulus information
- a mostly consistent ability to present the required tone and voice of a press release
- a competent ability to convey the client's message with a sound understanding of the target audiences
- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence
- a competent ability to adhere to the required word limit.

Mark Band 2 ([4]–[7])

Characterised by:

- adequate formatting of the press release
- appropriate structuring of the press release with a satisfactory attempt to re-formulate the stimulus information
- an uneven but satisfactory ability to present the required tone and voice of a press release
- an adequate ability to convey the client's message with a limited understanding of the target audiences
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence
- an adequate attempt to adhere to the required word limit.

AVAILABLE
MARKS

Mark Band 1 ([1]–[3])

Characterised by:

- basic formatting of the press release
- structuring which appears random in approach and shows only a basic attempt to re-formulate the stimulus information
- a basic attempt to present an appropriate tone and voice for a press release
- a basic ability to convey the client's message with little understanding of the target audiences
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence
- little ability to adhere to the required word limit.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist of possible angles/approaches:

Roger Simpson to donate savings to two charities to show sorrow;

Roger Simpson sorry for misuse of expenses;

Roger Simpson did not believe he was misusing expenses;

Constituency chairman, Tom Dukes says people will stand by Roger Simpson.

Credit any valid alternatives.

15

11 Spend 17 minutes on this question.

Assess the **news value** of the five breaking stories below for the **lunchtime weekday news bulletin** for a **Northern Ireland television news broadcast**.

Select the **three** stories that would have the **best news value**. Consider the most effective **sources** and **presentational features** for each selected story. Give **reasons** for each selection.

Below are the notes you made about each story.

A. Iceland leans toward leftist government in snap election

- Icelanders have voted for a left-wing coalition in parliamentary elections. Following counting in yesterday's general election, it was still unclear which party would lead a new coalition government.
- With the defeat of outgoing prime minister Bjarni Benediktsson's right-wing government, his main opponent, the Left-Green Movement's Katrin Jakobsdottir is expected to hold most seats in the new parliament.
- The Nordic island of 340,000 people has enjoyed a recent economic upsurge, thanks largely to an increase in tourists visiting the country.

B. Investigation into Belfast warehouse fire

- Police are investigating a fire at a warehouse used by delivery company Ace Quick at Downey Road, Belfast.
- The blaze started at around 2pm yesterday afternoon. It is estimated that millions of pounds' worth of items awaiting delivery throughout Northern Ireland were destroyed in the fire.
- Eight units of the Northern Ireland Fire and Rescue Service attended the scene. It took 16 hours to put out the fire.

C. Health Board unhappy with proposed hospital name

- *The Western Health and Social Services Board* has rejected the proposed name for a new acute hospital at Strabane, days before it opens.
- The Board is unhappy with the proposed name of *Carleton Western Hospital* and has launched a Twitter campaign for the public to suggest an alternative.
- The Board has expressed concern that the new name would cause confusion as a hospital already exists with the same name in London, which could impact on research funding applications.

D. Marriage may protect against dementia

- University researchers in England have found that marriage and having close friends may help protect against dementia.
- A study, by *Loughborough University* researchers which was published in *Journals of Gerontology*, followed 6,677 adults for almost seven years. The research team found that the quality of a person's social circle appeared more important than the overall size.
- *The Alzheimer's Society* said the study showed how important it was for patients to maintain meaningful social connections.

E. Appeal for teenager missing from County Fermanagh

- The PSNI is seeking the public's help in tracing 16-year-old Michael McElwee, who has been missing from his Kesh, County Fermanagh home for the last week.
- Michael is described as 1.8m (5'11"), of light build with black hair and blue eyes. He was last seen travelling by bus to Enniskillen. When last seen he was wearing blue jeans, a black T-shirt and red hoodie as well as white Adidas trainers.
- Police have urged anyone with information about Michael's whereabouts to contact Enniskillen PSNI station on 028 66 123456.

Story B: Investigation into Belfast warehouse fire

[1]

Reason: As the story relates to a Northern Ireland-wide delivery company, there will be interest across the region. The fact that it took 16 hours to extinguish the fire indicates it was a major incident. The fact that police are investigating indicates it may be suspicious.

[2]

Sources & Presentational features: the story can be accompanied with dramatic pictures of fire fighters dealing with the blaze. It can be enhanced by interviews with fire officers. The story can be accompanied with interviews outlining what will happen with regard to the destroyed items.

[2]

Story C: Health Board unhappy with proposed hospital name

[1]

Reason: The story will be of interest due to the timing of the decision. Public opinion has also been sought. Health is always a high priority in news terms in Northern Ireland.

[2]

Sources & Presentational features: stock footage of the hospital in Strabane and the hospital of the same name in London. Interviews with board members, hospital management members and doctor representatives. Vox pops from Strabane locals.

[2]

Story E: Appeal for teenager missing from County Fermanagh [1]

Reason: This story has strong human-interest value. Given Michael's age, both parents and teenagers can relate to the story and share concern for his welfare. [2]

Sources & Presentational features: Picture of Michael. Footage of searches for the missing teenager. Interviews with his parents, friends, schoolteachers and a local police officer. [2]

Award [1] mark for each correct selection.

Award marks for the reason given as follows:

2 marks: legitimate and convincing explanation for the choice which demonstrates a secure understanding of news values

1 mark: explanation for the choice which has some basic validity and demonstrates a basic understanding of news values

0 mark: a response which is not worthy of credit.

Award marks for the sources and presentational features given as follows:

2 marks: secure consideration of the types of sources and presentational features which are appropriate to the story and platform

1 mark: basic consideration of the types of sources and presentational features which are appropriate to the story and platform

0 mark: a response which is not worthy of credit.

Credit any valid alternatives.

**AVAILABLE
MARKS**

15

Section B

35

Section C: Journalism Analysis

AVAILABLE
MARKS

This section tests AO1 and AO3.

12 Spend **10 minutes** studying both articles in the insert provided.

Article A is from a **local weekly newspaper**.

Article B is from a **national red top tabloid newspaper**.

Both articles cover the same story: Family's claim that home is haunted.

Spend **25 minutes** answering the question.

Evaluate how the local weekly newspaper and the national red top tabloid newspaper use **language** and develop their **coverage** of the story. You should consider: the use of language and tone/the information used/the detail of coverage/the angle taken.

Quality of written communication will be assessed in this question.

Mark Band 4 ([16]–[20])

Characterised by:

- an astute evaluation of the different angles taken in each article
- a meaningful analysis of the use of sources and information
- a perceptive discussion of how language is used to achieve particular effects (including tone), supported by relevant examples
- a confident recognition of how the articles appeal to the target readerships
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence.

Mark Band 3 ([11]–[15])

Characterised by:

- a good evaluation of the different angles taken in each article
- a competent analysis of the use of sources and information
- a sound discussion of how language is used to achieve particular effects (including tone), supported by appropriate examples
- a clear recognition of how the articles appeal to the target readerships
- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence.

Mark Band 2 ([6]–[10])

Characterised by:

- a mostly secure evaluation of the different angles taken in each article
- an adequate analysis of the use of sources and information
- attempts to discuss how language is used to achieve particular effects (including tone), supported by some apt examples
- a recognition of how the articles appeal to the target readerships
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence.

Mark Band 1 ([1]–[5])

Characterised by:

- an insecure evaluation of the different angles taken in each article
- a basic analysis of the use of sources and information

- a limited attempt to discuss use of language which may be supported by examples
- a limited recognition of how the articles appeal to the target readerships
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist for both articles:

- The language of Article A is more formal and straightforward ("The Coleraine woman...Libby") and the tone is measured and impersonal.
- The language of Article B is less formal ("Ghostly goings-on...something's not right") and the tone is more dramatic and made more sensational by the use of adjectives ("ghoulish", "creepy", "tragic").
- Article A's angle focuses on the family's appeal to the Housing Executive.
- Article B presents a sensationalist angle (e.g. "going bump in the night")
- Article A provides a full statement from the Housing Executive which casts doubt on the truth of the family's claims.
- Article B plays down the possibility of the claims being untrue by omitting the Executive's response.
- Article A provides much more detailed information, such as Mrs Neilson's age while Article B focuses heavily on her dramatic claims.
- Article A casts doubt on what Mrs Neilson says by saying she "claims" while Article B presents her comments as fact by saying the family "fear their home is haunted."
- Article B uses alliteration throughout ("creepy Coleraine", "ghoulish Gallows Lane") to create a light-hearted tone.
- Article B employs a would-be "ghost-hunter" to investigate, thereby adding greater dramatic impact to the story.
- In describing the fate of George Archibald, Article A provides a straightforward description ("was hanged in 1603"). Article B intentionally evokes an emotive response ("faced the hangman's noose") thereby presenting a picture of the tragedy of his death.
- Throughout Article A, while carrying the claims, makes it clear that it is up to the reader to decide if they are true. Article B is more ambiguous as it adopts a humorous approach to the subject matter.
- Article B uses clichés to add to the more dramatic tone ("demonic demands...house of horrors").

Credit any valid alternatives.

AVAILABLE
MARKS

20

Section C

20

Section D: Newsroom Task

AVAILABLE
MARKS

This section tests AO1, AO2 and AO3.

13 Spend **30 minutes** on this question.

It is 16.00 GMT (4.00 pm). You are a journalist on a **national tabloid newspaper**. You have been assigned to write an article about passengers who are trapped in the French underground between the Louvre Museum and Place de la Concorde in Paris. Your article must be ready for tomorrow's publication and your editor has said she needs the completed article by 16.30 GMT (4.30 pm).

Your **200-word article** should focus on the most newsworthy elements of the **Pre-Release material** in the insert provided and the **Phased Release material** which you will receive over the next five minutes in four updates.

Quality of written communication will be assessed in this question.

Phased Release Material for Section D Question 13: (released during first 5 minutes of Part Two of the exam)

At 16.01 GMT (4.01 pm) Phased Release Material 1:

The 'Contact Us' section of the paper's website receives the following query: "My daughter and her boyfriend are on that train in Paris. She isn't responding to her mobile. She had told me this morning that there was a lot of police around the centre of Paris. Is this another terrorist attack?"

At 16.02 GMT (4.02 pm) Phased Release Material 2:

Tweet from Mayor of London, @sadiqkhan:

Our thoughts are with the passengers trapped in the Paris underground. We must remain calm but vigilant here in London #ParisMetro

At 16.04 GMT (4.04 pm) Phased Release Material 3:

News alert on BBC website:

The first passengers from the stalled Paris Métro train have begun to emerge from the station at Place de la Concorde. First responders are greeting the passengers who do not appear to be injured.

At 16.05 GMT (4.05 pm) Phased Release Material 4:

Tweet from a Paris Métro passenger, @LucyK:

All well now. Some sort of technical fault. Lovely to see the blue sky again! Adventure in Paris continues #ParisMetro #lovingParis

Mark Band 4 ([23]–[30])

Characterised by:

- skilled and purposeful selection of the source material
- confident journalistic structuring with purposeful integration of the pre-release and phased stimulus material
- writing that positively engages the target audience in a sophisticated manner
- a well-chosen angle which demonstrates clear and perceptive reasoning
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence
- a precise adherence to the required word limit

Mark Band 3 ([16]–[22])

Characterised by:

- meaningful selection of the source material
- sound journalistic structuring with meaningful integration of the pre-release and phased stimulus material
- writing that engages the target audience
- an angle which demonstrates some reasoning
- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence
- a competent ability to adhere to the required word limit

Mark Band 2 ([9]–[15])

Characterised by:

- straightforward selection of the source material
- journalistic structuring which demonstrates some attempt to integrate the pre-release and phased stimulus material
- writing that engages the target audience in a straightforward way
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence
- an adequate attempt to adhere to the required word limit.

Mark Band 1 ([1]–[8])

Characterised by:

- basic selection of the source material
- journalistic structuring which appears random in approach and shows only a basic attempt to integrate the pre-release and phased stimulus material
- writing that may engage the target audience at a basic level
- a basic attempt to create an angle
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence
- little ability to adhere to the required word limit.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist of possible angles/approaches:

Hundreds trapped in Paris underground;

Swift response from emergency services and Paris Metro free passengers.

Credit any valid alternatives.AVAILABLE
MARKS

30

Section D**30****Total****100**