



General Certificate of Secondary Education  
2019

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# Journalism in the Media and Communications Industry

Unit 3: Industry, Theory and Practice  
Stimulus

## PART ONE

**[GJN31]**

**INSERT FOR USE WITH QUESTIONS 10 AND 12**

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### **INSTRUCTIONS TO CANDIDATES**

Do not write your answers on this insert.

**STIMULUS for Section B: Question 10**

- *Poverty Aid NI* was established in 1983 to help low income families. The charity specialises in the provision of food, clothing and heating.
- A recent report by anti-poverty campaigners has found that the number of people using foodbanks on a regular basis has risen by 14% in three years. The report was based on Ballyderg town in Northern Ireland.
- If the figures discovered in Ballyderg were rolled out across Northern Ireland, it would indicate that more than 100,000 families were using food banks in NI on a regular basis. The report has shown that, for the first time, there has been an increase in the number of people living in more affluent areas using foodbanks.
- *Poverty Aid NI* Chief Executive, James Doherty, said the figures pointed to a public health crisis in Northern Ireland.
- Mr Doherty said: “We now have the very real possibility of children in Northern Ireland suffering from malnutrition. Families are struggling to put healthy food on the table. There has never been a greater need for foodbanks. At *Poverty Aid NI*, we are concerned that the hidden cost of this will be that families on low incomes will increasingly turn to pay-day loan companies to finance normal needs. They will then find themselves in a downward spiral of debt they can’t escape from.”
- *Poverty Aid NI* Director of Fundraising, Cathy Black, said: “We have never been faced with such a crisis before. We believe we need a cash injection in excess of £250,000 if we are to provide any short-term answer to this crisis. We intend conducting a postal appeal for help throughout Northern Ireland in the next fortnight. Our volunteers will also take up a street collection on Saturday next. We would urge everyone who can help to give generously to help our less fortunate neighbours.”

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**(Stimulus Articles continue overleaf)**

## Stimulus Articles for Section C: Question 12

**Article A:** Taken from *Celeb*, a national weekly magazine.

# “I’ve no regrets over relationship” says supermodel

Supermodel Samantha Narmac has no regrets about her time with long term boyfriend, Matt Simmons.

Ms Narmac, who was voted “The Face of Britain” by readers of *Celeb*, and Simmons recently announced they were separating by mutual agreement.

In an *exclusive* interview with *Celeb*, the supermodel said their lifestyles made it too difficult to devote as much time to the relationship as it needed.

As she posed for a special photoshoot for *Celeb*, Ms Narmac said: “My work was increasingly taking me all over the world while Matt was spending more and more time on the road with his band, *The Newbies*. It had reached the stage that we were only meeting up when we could both arrange a day off in London and even then we were too exhausted to do much more than go out for a meal,” she said.

One of the most beautiful women in the world, Ms Narmac’s career as a model took off when she was spotted as a 15-year-old by the *XSpec* modelling agency. She quickly became a favourite with all the major fashion houses and has modelled for *Yanhu*, *CoolMix* and *Garden Perfume* among others.

Former boyfriend, Simmons (29) has also enjoyed a spectacular career with superband, *The Newbies*. The group has had a string of hit singles from “London’s Home” to “Blocked and Finished.”

Lead guitarist and frontman, Simmons gained a reputation for living the rock ‘n’ roll lifestyle in his younger years but calmed down when he and Ms Narmac started dating.

“People believed what they wanted to believe about Matt but they only saw the public side and not the caring and sensitive side his friends saw,” Ms Narmac told *Celeb*.

The model said: “We had a wonderful time and our relationship was exactly what both of us needed at that time of our lives. I’ll always wish Matt well in his career and I hope he can find the happiness and stability he so obviously needs.”

Ms Narmac said stories that their relationship ended because of Simmons’ frequent indiscretions were not worthy of comment.

**Article B:** Taken from homepage of *The Daily Bugle*, a national red top tabloid newspaper.

## **Love cheat Simmons booted out by Sam**

Rock 'n' roll bad boy, Matt Simmons has finally been given the boot by model girlfriend, Samantha Nalmac.

Sam had enough of his goings-on while on tour with his band, The Newbies.

An insider told The Bugle: "Sam was just sick of his antics, his frequent flings. When word of his fling with Russian singer, Linski Magiovski hit the headlines, she flipped.

"I've never seen Sam angrier; she had a blazing row with Matt and ended up telling him to get out of their London apartment."

***More on this story...***

[\*\*Superstar Simmons parties with girlband, The Roxies\*\*](#)

[\*\*Supermodel Sam furious at boyfriend\*\*](#)

[\*\*Celeb couple on verge of split claims friend\*\*](#)

Love rat Simmons was on tour with his band when news of the golden couple's split broke. He later tweeted that Sam was a nice girl but wasn't right for the world of rock.

Sneaky Simmons tweeted: Nice girl Sam but couldn't hack rock 'n' roll. Who's next? #split

A friend of the singer said slippery Simmons was fed up with Sam's efforts to tie him down.

"Matt's a wild spirit; he needs to be free. He tried doing the love thing with Sam but it just wasn't for him. Some people are like that," the source said.

Friends of supermodel Nalmac – one of the best paid models in the world – said she was heartbroken at first but now is furious.

One close confidante said: "At heart Sam's a homegirl with traditional girl-next-door values. She just wanted her relationship to work."

But the friend also sounded a word of warning: "She's very upset about the tweet. Matt would be very stupid to think he'll get off easy on this one. Sam might play this down in public but wait and see; Matt will regret what he's done; she'll show him he can't humiliate her like that."

**Would you respond to a break-up with a Tweet?**

*Let The Bugle know – send your love stories to: [thebugle@yeha.com](mailto:thebugle@yeha.com)*





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