

New
Specification

Rewarding Learning

General Certificate of Secondary Education
2011

Centre Number

71

Candidate Number

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and Skills for Journalism

[GJR11]



THURSDAY 13 JANUARY, AFTERNOON

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

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

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

Answer **all six** questions.

Spend 35 minutes on Section A, 27 minutes on Section B and 28 minutes on Section C.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.

Section A carries 30 marks.

Section B carries 25 marks.

Section C carries 25 marks.

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

Quality of written communication will be assessed in questions **2(a), 2(b), 4, 5** and **6**.

This paper is accompanied by an insert containing 2 articles for use in Q2.

For Examiner's
use only

Question Number	Marks
1	
2(a)	
2(b)	
3	
4	
5	
6	

Total
Marks



Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

1 Spend **5 minutes** on this question.

From the table select **four examples of essential features** which you would expect to find on the **front page** of a **daily compact newspaper**.

Give **one** reason for each selection.

Lead story/splash	By-line
Off lead (secondary lead story)	Breaking news
Survey	News archive
PDF edition	Televised news story
Masthead	Columnist

Examiner Only	
Marks	Remark

Section B

Spend **27 minutes** answering this section.

Answer **both** questions

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

Evaluate the **news value** of the four breaking stories below.

Decide which **three** stories have the **best news value** for the **national UK television news** at **6 pm**. Give a **convincing reason** to support each choice.

Below are the notes you have made about each story. Use these notes as the basis for your decisions.

POLICE BURGLE STUDENTS

- *Exeter Police staged burglaries at students' flats to stress how easy it was to take laptops, mobile telephones and MP3 players.*
- *This series of burglaries in Exeter is remarkable because the police had no difficulty identifying the culprits; they were doing it themselves!*
- *The operation, in a student quarter, was intended to draw attention to the lack of security. About 50 student flats were entered, sometimes while their occupants were watching TV.*

MASS GRAVE OF RARE ANIMALS FOUND

- *The bodies of more than 30 animals, including rare white tigers which died of hunger have been found in a mass grave near a Chinese zoo.*
- *The discovery comes just weeks after more than a dozen tigers were found to have died of starvation at another Chinese zoo.*
- *There are suggestions that the administrators wanted to harvest their body parts to make expensive – and banned – tiger-bone tonic.*

SCHOOLS FINGERPRINTING PUPILS

- *Schools are ignoring pupils' civil liberties by taking their fingerprints without parents giving consent, it was claimed yesterday.*
- *At least 80 schools are believed to have introduced biometrics technology, which scans pupils' fingerprints.*
- *Children have to place their hands on a scanner for things like registration in class, borrowing a library book or using the canteen.*

Examiner Only	
Marks	Remark

THE QUEEN IS NOT AMUSED

- *The Queen has scrapped plans to go to a military display in a row with health and safety-obsessed organisers who thought she was too old to climb a staircase.*
- *Aides planning her forthcoming official visit to Canada in June and July have cancelled her proposed visit to the Royal Nova Scotia International Tattoo.*
- *The event, opened originally in 1979 by the Queen Mother, was given its royal title in honour of the Queen's 80th birthday in 2006.*

Story 1 _____ [1]

Reason _____

_____ [3]

Story 2 _____ [1]

Reason _____

_____ [3]

Story 3 _____ [1]

Reason _____

_____ [3]

[12 marks]

Examiner Only

Marks	Remark

4 Spend **14 minutes** on this question.

The Big Eat Company which sells the popular healthy snack Frispies is suing its rival, Candy Crazy who have launched a copycat product.

You are the press officer for The Big Eat Company.

Write a 100–120 word press release explaining the company’s decision to sue.

Use the following notes to assist you.

- *Candy Crazy’s product is half the price of your company’s Frispies*
- *The cheaper snacks have double the amount of fat but falsely claim to be healthier than Frispies*
- *Candy Crazy claim their “healthy” crisps are organic but the Organic Society has never heard of them*
- *The Big Eat’s sales of Frispies are down 50% and jobs may be lost because people are buying the cheaper, less healthy product, thinking it is a healthy alternative.*

Examiner Only	
Marks	Remark

6 Spend **23 minutes** on this question.

Chef Inspired is a specialist magazine aimed at all of those interested in cooking.

This month two Northern Irish chefs Oisín Gribbon and Leanne Kelly will hear if their restaurants have been awarded a Michelin Star for the excellence of their food.

Write a **200 word article** about these chefs for this magazine.

Below is the research material you have gathered on them. Develop your article based on what you consider to be the significant information.

Leanne Kelly

La Rouge website

Leanne Kelly, owner/chef of La Rouge is a former teacher. She trained with the prestigious Ballymaloe Cookery School in Cork. Won Most Exciting New Chef Award 2007.

Leanne's cooking Blog

"I love to cook, it is my passion. No day goes by without a new idea for a recipe."

Phone call to PR Officer for La Rouge

Leanne is honoured to be considered for a Michelin Star. Leanne's restaurant is based in her hometown of Carnlough. Local people are very proud to have La Rouge in their town.

Face-to-face interview

"I have great respect for Oisín, we often eat in each others' restaurants."

Oisín Gribbon

Previous Belfast Telegraph article

Oisín Gribbon was an apprentice at the exclusive Riverside Cafe in London. He now runs The Shore, in Belfast. It is an exclusive fish restaurant with a 4 week waiting list for a table.

Information taken from Oisín's Facebook page

"I just caught the cooking bug young and never considered doing anything else."

Phone call to Jamie Oliver, top chef, friend and mentor to Oisín

"My wife Jules and our girls love nothing better than a trip to Belfast just so the family can eat in The Shore."

Face-to-face interview

"Naturally I would love to get a Michelin Star. The whole team at the restaurant work very hard to deliver high quality food for our clientele."

Examiner Only

Marks Remark

THIS IS THE END OF THE QUESTION PAPER

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INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Councils urged to act over Ghost Train Horror

Article A

A broadsheet newspaper

Councils in Northern Ireland are being urged to ban a fun fair which shows executions.

Russian fun fair, Euro Fun Empire (EFE) has been banned in several European countries over the nature of its ghost train. Billed as "The Greatest Fun fair on Earth," EFE boasts the world's longest big dipper ride, the highest helter-skelter and the scariest ghost train.

In its first tour of mainland Europe, EFE has been criticised for its true-to-life portrayals of execution methods around the world.

Parents and church groups in England, France and Germany

have complained that no age limit is placed on the ghost train.

Among the exhibits in the ghost train is an execution on the electric chair.

The beheading by guillotine, a one time traditional French method of execution, also features a lifelike dummy of a woman.

Molly Murphy of Concerned Parents NI said such images were totally unacceptable.

"This horror would be unacceptable at any time but when there is no age limit placed on those using the ghost train, it is particularly offensive.

"We've had reports from England of children as young as nine and

ten coming off the ghost train in tears after their parents failed to realise this was not the traditional "Scooby Doo" type affair we are used to. There have also been reports of children suffering from nightmares after visiting the ghost train," Mrs Murphy said.

The Euro Fun Empire is due to pay weeklong visits to Belfast city, Derry city and Newry and Mourne district councils.

But EFE has defended the ghost train. Spokesman Vladimir Abramova confirmed there were some complaints.

"But the vast majority of people using the ghost train thoroughly enjoy the experience," he said.

Terror Train Terrifies Kids

Article B

A red top tabloid

Aghastly ghost train is traumatising children across Europe, according to a parents watchdog.

The horrid horrors in a Russian fun fair due in Northern Ireland includes a man being electrocuted and a woman's beheading.

Kiddies using the ghost train in England, France and Germany have already been left shaking with terror. Parents are branding the grisly ghost train as "a shocking mistake."

Screaming in Pain

The gruesome ghost train's scenes of execution methods from around the world show a man being killed on the electric chair.

Another exhibit featuring a lifelike dummy shows a woman being beheaded in a guillotine.

And the frightening fun fair is due in Northern Ireland in September.

Concerned Parents spokeswoman, Molly Murphy said the fun fair should be banned.

"This is not the traditional Scooby Doo type affair we're used to," she said.

She is demanding councils in Belfast, Derry and Newry ban the fun fair from their premises.

Hair-raising experience

But Euro Fun Empire (EFE), owners of the fun fair, said most people enjoyed the hair-raising experience.

Vladimir Abramova said: "Parents with young children just shouldn't use the ghost train at all."

