



General Certificate of Secondary Education
January 2012

Centre Number

71

Candidate Number

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and Skills for Journalism

[GJR11]



FRIDAY 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 pages indicate the marks awarded to each question or part question. Quality of written communication will be assessed in questions **2 (part (a) and part (b)), 4, 5 and 6.**
This paper is accompanied by an insert containing two articles for use in question 2.

For Examiner's
use only

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

Total
Marks

Answer **all six** questions.

Section A

Spend **35 minutes** answering this section.

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

From the list below **select four examples** of what you would expect to find on the homepage of an **online Red Top tabloid** newspaper.

Give **one** reason for each selection.

Political Analysis

Showbiz news

Editorial

Interactive competitions

Latest breaking news

Recommended videos

Reports from financial markets

Pensions advice

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [1]

Reason _____

_____ [1]

Examiner Only	
Marks	Remark

Section B

Spend **27 minutes** answering this section.

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

Assess the **news value** of the five breaking stories below for the **morning weekday news** for a **Northern Ireland regional radio station**.

Select the **three** stories that would have the **best news value**.

Give **one** reason for each choice.

Below are the notes you have made about each story.

Green Gas are conducting major road works throughout Northern Ireland for the next four weeks.

- Green Gas are updating their mains supply to customers.
- The update could save customers hundreds of pounds each year when completed.
- Green Gas made £200 million profit last year and are keen to plough money back into improving their service to NI customers.

Disaster on the Danube

- The River Danube in Germany has been destroyed by poisonous mud.
- The mud came from a Hungarian factory.
- The river provides much of the country's drinking water.

Fifty-year-old Belfast milkman Billy Brown has the X Factor

- Billy sang at the London auditions in June.
- He is through to the live finals in September.
- The 50-year-old milkman says singer Frank Sinatra is his idol.

NI Television Presenter Christine Bleakley Helps to Add Up!

- Presenter Christine Bleakley was guest of honour at the Chartered Accountant of the Year Awards in London.
- She wore a red satin dress with matching red earrings and shoes.
- The television presenter commented on how talented the winners were.

Postbox Disappears

- County Antrim village Glenarm has lost its postbox.
- The old fashioned red postbox was set into the wall of the former post office but has become a private home so the box was removed.
- The nearest postbox is two miles away in Carnlough which presents problems for locals who don't drive.

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

You are the Public Relations Officer for celebrity chef, Ted Munch.

Following his break-up with his actress girlfriend, it has been widely reported in the tabloid press that the famous chef has been seen eating junk food in various fast food outlets. Mr Munch has written a series of cook books promoting healthy eating. Recently the tabloid newspapers have published photographs in which he looks overweight.

Write a 120 word press release which will explain his binge eating and ensure devoted fans that he is now back in the gym and eating healthily.

Here are some further notes from his management which you can use to create your press release.

- *Mr Munch was heartbroken when his girlfriend left him.*
- *He was comfort eating because of his emotional distress.*
- *Mr Munch has now lost one of the two stones gained at his lowest point.*
- *He has employed top personal trainer Annie Fitter to get him back into shape.*
- *Mr Munch has used his own low-fat recipes to help him slim.*

Examiner Only	
Marks	Remark

Section C

Spend **28 minutes** answering this section.

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

As a sub-editor of a **national tabloid newspaper** you receive the photograph and headline below. The aim is to change negative views on ageing.

Write a positive 15–25 word caption for the photograph.

NEVER TOO OLD TO TATTOO!



© Jupiterimages / Creatas / Thinkstock

This is a replacement image, the original featured a man with his entire back covered in a tattoo.

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

You are a reporter for **Beauty and Hairdressing**, a monthly trade magazine. This is the second of two features you are compiling on the finalists of UK Hairdresser of the Year. You have already reviewed the other two finalists in last month's issue.

Use the information below to **write a 200 word feature** on the two remaining hairdressers in the final – Kevin Chang and Leah Parsons.

Develop your feature by using the most newsworthy and interesting elements of this information.

Kevin Chang (30) is originally from Manchester.

Information from the Kiss Curl website (Kevin's salon in Manchester)

Kevin has been a hairdresser since leaving school at 16. He has worked in his mum's salon since he was old enough to brush up hair and brew tea.

Kevin said: *"To be honest I have always fitted into this world of hair and glamour. My mum has been an inspiration to me. She has three salons in the Manchester area."*

Twitter

"No-one cuts my hair like Kevin. He just understands it." Sue (customer)

Kevin employs 12 people in his salon.

He said: *"I encourage my employees to embrace different trends. I also firmly believe in setting trends. This year my vision is inspired by the fifties – Teddy Boys and back combing."*

Face-to-face interview with Kevin's mum Elaine Lavery

"Kevin has built up a wide clientele catering for younger and more mature clients. I even trust him to do my hair."

Leah Parsons (25) works for Le Wave in South London.

Information from Leah's Facebook

Leah has styled the very successful girl band Diva for the past three years.

Based on face-to-face interview with Leah

"I love Diva because they always want to push the boundaries of hairdressing."

Diva's press statement said: *"Leah has helped fashion our look. Diva's hair is never right if Leah hasn't styled us."*

The Le Wave website

Leah has worked for Le Wave since dropping out of Sixth Form College to pursue a career in the creative arts. Her ambition is to own her own salon before she turns 30.

Leah said: *"I am willing to work hard so that I can achieve my dream of having my own salon some day."*

Leah works mainly with younger clients and relishes fashion show assignments.

"It's a lot of pressure to get the girls ready on time," she said.

Leah's salon is owned by Paul Le Wave.

On the website he described Leah as *"truly original and very polished in her work."*



Rewarding Learning

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INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

U2 and Rolling Stones to Play Derry?

Article A

an online newspaper

U2 and The Rolling Stones are being considered as headline acts to launch Derry-Londonderry's City of Culture Year in 2013.

Organisers of the year-long schedule of events are even considering asking 1970s punk heroes The Clash to re-form for the event.

Derry defeated four other British cities to be nominated as the UK's first City of Culture.

In 2013, the city will host a series of high profile events. These are expected to include the annual Brit Awards and the BBC's Sports Personality of the Year awards.

City of Culture spokesman, John McCafferty says organisers hope to launch the year with a massive outdoor concert at Derry's Ebrington site.

Related stories:

Derry becomes first City of Culture: www.dailybugle.com

Londonderry Calling for The Clash: www.dailybugle.com

City of Culture plans bumper year: www.dailybugle.com

Related video news:

City of Culture film – I am LegenDerry: www.listenderry.org

The Clash, London Calling: www.youtube.com/watch?v=lotkzHsluoA

Culture Clash for Culture Year

Article B

a compact newspaper

It could be a case of “Londonderry Calling” as punk band The Clash may reform to launch Derry’s City of Culture year in 2013.

The 1970s punk outfit is one of a number of world-class bands in line for a City of Culture call-up in January 2013. Others being considered include U2 and the Rolling Stones.

Derry-Londonderry has been nominated as the UK’s first official city of culture after defeating Birmingham, Sheffield and Norwich to secure the title for 2013.

City of Culture leaders in the city are planning a year-long schedule of major events.

City of Culture spokesman, John McCafferty said it was hoped to launch the year with a culture extravaganza.

“One of the options we’re considering is having a major concert at Derry’s Ebrington site which can be accessed by the new peace bridge across the River Foyle.

“We would see this as setting the scene and indicating the type of activities which will take place during 2013,” he said.

Mr McCafferty said a number of leading bands and performers were being considered for the gig including U2 and the Rolling Stones.

“I know The Clash broke up in 1986 but they have performed a few reunions.

“We thought that their biggest hit, “London Calling” would connect with the whole Derry-Londonderry City of Culture thing,” Mr McCafferty said.

Derry, Londonderry or just LegenDerry, there’ll definitely be something special in the city on the Foyle in 2013.

