



*Rewarding Learning*

**General Certificate of Secondary Education  
January 2012**

---

**Journalism in the Media and  
Communications Industry (JMC)**

**Unit 1: The Journalism Industry and  
Skills for Journalism**

**[GJR11]**

**FRIDAY 13 JANUARY, AFTERNOON**

---

**MARK  
SCHEME**

## General Marking Instructions

### **Introduction**

Mark schemes are intended to ensure that 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. The mark schemes should be read in conjunction with these general marking instructions.

### **Assessment objectives**

Below are the assessment objectives for GCSE Journalism in the Media and Communications Industry.

Candidates must:

- recall, select and communicate their knowledge and understanding of the specified content in context (AO1);
- analyse and respond to media texts, evaluate data and make reasoned judgements (AO2); and
- construct and evaluate their own media items and present them in a manner appropriate for audience and purpose (AO4).

### **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 16-year-old GCSE candidate.

### **Awarding zero marks**

Marks should be awarded for valid responses and no marks should only be awarded for an answer which is completely incorrect or inappropriate.

### **Types of mark schemes**

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.

### **Mark Bands**

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which mark band to award, examiners should bear in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular band to award to any response, examiners should use the following guidance.

- **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.

In this paper this is assessed in questions **2(a)**, **2(b)**, **4**, **5** and **6**.

## Section A

This section tests **AO1 knowledge and understanding**.

- 1 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.

**Candidate response time: 5 minutes**

- (i) **Show biz news** [1]

**Reason:** It would carry news about show business because it appeals to their target readership. [1]

- (ii) **Interactive competitions** [1]

**Reason:** This type of online tabloid would use interactive competitions because they are popular with online readers and are a way to connect with readers. [1]

- (iii) **Recommended videos** [1]

**Reason:** These are used to give online readers an opportunity to gain more information about news stories by watching reports. [1]

- (iv) **Latest breaking news** [1]

**Reason:** It gives online readers an opportunity to stay up to date with news stories. A breaking news service takes advantage of online potential. [1]

**Accept other valid reasons.**

AVAILABLE  
MARKS

8

- 2 (a) **Compare and contrast** how the **coverage** of this story is developed in the two articles.

You should consider:

- the approaches taken to the story
- the detail of the coverage
- the information used

**Candidate response time: 10 minutes**

Candidates may choose to cross-reference evidence and/or approaches from the two sources or they may treat each source separately. Both styles of response are equally creditworthy.

**Mark Band 3 ([8]–[10])**

Characterised by a sound understanding in:

- examining the different approaches and how these differences feed through to the presentation of information in each article
- considering the different levels of coverage present in the articles
- analysing a range of appropriate examples from both sources
- selecting an appropriate form and style of writing with information organised clearly and coherently
- using correct spelling, punctuation and grammar.

**Mark Band 2 ([5]–[7])**

Characterised by an understanding that is competent and straightforward in presenting:

- comments about the different approaches taken in these two articles and the possible effect on the level and type of information included in each article
- an overall grasp of the different levels of coverage present in the articles
- a series of suitable, relevant examples some of which will be supported by analysis
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

**Mark Band 1 ([1]–[4])**

Characterised by some basic understanding in presenting:

- some general remarks about different approaches may be offered
- some of the broad differences in coverage present in the articles
- some examples to support a general grasp of the main differences
- a response which may lack clarity and may contain significant grammatical, punctuation or spelling errors.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to the question.

AVAILABLE  
MARKS

**Checklist for both articles**

Article A is shorter than the compact newspaper Article B. Article A presents information in a straightforward manner while Article B provides more background detail.

Article B also takes a different news angle, indicating the older target readership of the compact newspaper.

- Article A takes as its news angle the fact that well known bands U2 and The Rolling Stones are being considered for the gig. The fact that The Clash may re-form is a secondary angle.
- Article B highlights the fact that an iconic band from the 1970s may be asked to re-form for the gig.
- While the subject material of both stories is the same, Article A focuses mainly on the modern music scene.
- Article B touches on the political background to the stories by mentioning the Derry–Londonderry issue.
- Article B provides more detail of the city's campaign to be nominated City of Culture by highlighting the cities defeated by Derry in the process.
- Article B provides a detailed quotation from a spokesman for the organisers in contrast to Article A which merely delivers the facts.
- Article A refers readers to other stories related to the story which can be accessed on the Internet. It also refers readers to video news related to the story.
- Article A clearly identifies younger people as its target readership, accepting that they are more likely to read their news online.
- Article B targets an older readership by referring in greater detail to The Clash, the punk era, music of the 1970s and band re-unions.

**Credit any other valid material.**

**AVAILABLE  
MARKS**

10

- (b) **Compare and contrast** how **language** is used to support the approach taken in each article.

**Candidate response time: 12 minutes.**

**Mark Band 3 ([9]–[12])**

Characterised by a sound understanding in presenting:

- a clear analysis of how language develops and creates a tone that is appropriate to each article
- the central differences in the desired outcomes for these two articles based on a confident recognition of the target readerships
- a perceptive use of examples to demonstrate how language has been used to achieve goals for each of these two articles
- an appropriate form and style of writing with information clearly and coherently organised
- correct spelling, punctuation and grammar.

**Mark Band 2 ([5]–[8])**

Characterised by an understanding that is competent and straightforward in presenting:

- an overall grasp of how language develops and creates a tone that is appropriate to each article
- comments about the main differences in the desired outcomes for these two articles based on a recognition of the target readerships
- a series of suitable examples that show a broad understanding of how language has been used to achieve different goals for each of these two articles
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

**Mark Band 1 ([1]–[4])**

Characterised by some basic understanding of:

- the way in which language can be used to develop tone in these two articles
- the main differences in these two articles and that this is due to different target readerships
- how language has been used through an attempt to present examples some of which may be relevant and may be supported by simple comment
- a suitable style of writing although response may lack clarity and may contain significant grammatical, punctuation or spelling errors.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to question.

AVAILABLE  
MARKS

**Checklist for both articles**

Both articles use formal language and present the information in an objective way. While the online article does so in as concise a manner as possible, Article B uses language to engage the reader.

- Article A uses straightforward language in the headline, detailing the fact that U2 and The Rolling Stones are being lined up for the gig.
- Article A uses a question mark to signify the line-up is not yet decided.
- Article B plays on language by using a cliché “Culture Clash” to link City of Culture and The Clash.
- Article B plays on the title of The Clash’s iconic anthem “London Calling,” linking it with the Derry–Londonderry name debate.
- In Article B, John McCafferty gives the background to the story in direct quotations. In Article A, he is paraphrased to cut story length.
- In the final paragraph of Article B, the writer plays on the city’s various names, Derry and Londonderry as well as punning on the word Legendary (LegenDerry). This uses language to focus on the name issue as well.
- Article A uses the present tense more often to increase the pace and immediacy of the story.

**Credit any other valid material.**

AVAILABLE MARKS
12
<b>30</b>

**Section A**

## Section B

AVAILABLE  
MARKS

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

- 3** 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.

**Candidate response time: 13 minutes.**

Use the criteria below in conjunction with the suggested reasons which follow:

Award [1] for each correct selection.

Award marks for reasons given as follows:

[3]: to a wholly convincing explanation

[2]: to an answer that offers a legitimate, if not entirely credible explanation

[1]: to a general response that has some basic validity

**Story 1: Green Gas story** [1]

Reason: A regional story which will be of interest to all customers with gas installed – a wide cross-section of the local population [3]

**Story 2: Post Box Disappears** [1]

Reason: Important community news and information about the postal service and how a reduction in services would hit rural local communities. [3]

**Story 3: Fifty-year-old Belfast milkman has the X Factor** [1]

Reason: Feel-good story for morning commuters about a local singer/milkman [3]

12

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

**Candidate response time: 14 minutes.**

**Mark Band 3 ([10]–[13])**

Characterised by the skilled development of:

- an appropriate style and format for a press release
- a statement that demonstrates an assured grasp of the required tone/voice
- clear recognition of the target audience for this statement and that this has been a key consideration in the re-formulating of the information
- clear markers within the statement that emphasise your client's good intentions
- accurate spelling, grammar and punctuation with fluent expression that creates a succinct, commanding and persuasive statement within the word limit.

**Mark Band 2 ([5]–[9])**

Characterised by a conscious and generally successful attempt to produce:

- an appropriate format and style of writing for a press release
- a statement that requires some understanding of required voice and tone
- text shows recognition of target audience and this has been taken into consideration in the writing of the statement
- some clear markers within the statement that may emphasise the client's desires and intentions
- fluent and concise expression that creates a persuasive statement within the word limit
- generally accurate expression, although there may be some errors in spelling, punctuation and grammar.

**Mark Band 1 ([1]–[4])**

Characterised by a basic attempt to:

- create a suitable format and style of writing
- adopt a tone that is appropriate for this type of statement
- present a text that is likely to be heavily reliant on the original information, which demonstrates an attempt to organise the material and has a rudimentary sense of audience
- use suitable spelling, punctuation and grammar that may contain errors.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to the question.

**Checklist: possible angles**

- Emotional reasons caused Ted to binge eat and this could have happened to anyone experiencing this type of distress.
- His healthy eating recipes have helped to slim him down again.
- He now understands his clients better because he has needed to depend on his healthy recipes to avoid losing his livelihood and reputation also.

AVAILABLE  
MARKS

13

**Section B**

**25**

## Section C

AVAILABLE  
MARKS

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

- 5** 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.

**Candidate response time: 5 minutes**

**Mark Band 3 ([5])**

Characterised by:

- a fluent sentence/question which falls within the stated word limits
- content that reinforces/enhances the positive direction required by the question
- a tone that ties in with the positivity inherent in the headline
- evident awareness of a tabloid approach
- accurate spelling, punctuation and grammar.

**Mark Band 2 ([3]–[4])**

Characterised by:

- a straightforward sentence/question that falls within the stated word limits
- content that generally implies the direction given in the question
- a tone that has taken some cognisance of the positive nature of the headline
- some awareness of the sensationalist tabloid approach
- mostly accurate spelling, punctuation and grammar.

**Mark Band 1 ([1]–[2])**

Characterised by:

- a basic statement/sentence/question that may fall within the stated word limits
- content that has some loose relevance in relation to the headline
- a rudimentary attempt to use tone
- some awareness of the expectations of a tabloid sensationalistic approach
- spelling, punctuation and grammar which may contain significant errors.

**Mark Band 0 ([0])**

Characterised by no attempt to answer the question.

5

- 6 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.

**Candidate response time: 23 minutes**

**Mark band 3 ([14]–[20])**

Characterised by a sound and skilled development:

- writing that positively engages the target readership in a sophisticated manner, demonstrating clear evidence of an appropriate form and style of writing and an appropriate angle/direction
- consistent and sustained direction through skilled and purposeful selection of the source material
- confident journalistic structuring that exhibits a close match between audience and purpose with information organised clearly and coherently
- precision in the use of language so that writing is precise, assured and accurate and the article will be of the required length.

**Mark Band 2 ([7]–[13])**

Characterised by straightforward and generally effective writing:

- engaging the target readership in a straightforward manner endeavouring to develop a suitable form and style of writing and take an appropriate angle and approach
- selecting from source material to generally sustain the article's direction/angle
- demonstrating a conscious attempt at journalistic structuring to match audience and purpose with coherently organised information
- demonstrating a competent use of straightforward language with spelling, punctuation and grammar employed mainly accurately; the writing may display glimpses of liveliness and the article will be close to the required length.

**Mark Band 1 ([1]–[6])**

Characterised by basic writing:

- some evidence of an elementary awareness of the target readership; the article may demonstrate a basic attempt to select an appropriate form and style of writing and take an appropriate angle/direction
- a rudimentary attempt at journalistic structuring of the article to exhibit some simple sense of audience and purpose and a basic attempt to organise information
- demonstrating a very basic level of fluency and accuracy in spelling, punctuation and grammar.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to the question.

**Checklist: Possible direction**

- Youthful candidate nominated for prestigious prize driven by ambition.
- Hair stylist to Diva in the finals of Hairdresser of the Year.
- Dedication and talent puts Hairdresser in the competition final.

AVAILABLE  
MARKS

20

**Section C**

**25**

**Total**

**80**