



General Certificate of Secondary Education
January 2013

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and
Skills for Journalism

[GJR11]

FRIDAY 11 JANUARY, AFTERNOON

Centre Number

71

Candidate Number



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 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 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	
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Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

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

From the list below select **four** examples of what you would expect to see in a **television news programme**.

Give **one** reason for each selection.

- | | |
|-----------------|--------------------------|
| Off Lead | Stock footage |
| Piece to camera | Classified advertisement |
| Leader column | Standard Out Cue |
| News package | Standfirst |

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [1]

Reason _____

_____ [1]

Examiner Only	
Marks	Remark

Section B

Spend **27 minutes** answering this section.

Answer **both** questions.

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

Assess the news value of the five breaking stories below for an **evening television news programme** in **Scotland**.

Choose which **three stories** would have the **best regional news value** for an evening television news programme in Scotland.

Give an explanation for each choice.

Below are the notes you have made about each story.

AYRSHIRE FARMER GROWS HUGE TURNIP

- *Farmer, John Cunningham has grown a record-breaking turnip on his Kilmarnock farm.*
- *The turnip weighed 17.5 kg.*
- *A special hoist had to be used to remove it from the ground.*

DONEGAL BROTHERS LAUNCH WOODEN MUG INDUSTRY

- *Brothers, Jim (11) and Seamus (14) Gallagher, launch new range of mugs made from wood.*
- *The mugs are carved from oak on their father's lathe.*
- *The brothers have found an enthusiastic market for the mugs in China.*

HEAD TEACHERS CALL FOR LONGER CHRISTMAS HOLIDAYS

- *Head teachers in Scotland say longer Christmas holidays will mean fewer days are lost through winter weather.*
- *It will also save on electricity in schools.*
- *If implemented, Scottish pupils will have shorter summer holidays to compensate.*

SCOTTISH BUILDERS REQUIRED DOWN UNDER

- *Australian authorities are seeking thousands of Scottish tradesmen for construction boom.*
- *Two weeks ago the Australian government staged recruitment fairs in Edinburgh, Glasgow and Aberdeen.*
- *Scottish politicians say the development is a setback for Scottish economy.*

Examiner Only	
Marks	Remark

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DON'T BREAK UP UNION APPEAL

- *First Ministers from Wales and Northern Ireland appeal to Scottish First Minister not to proceed with plans to seek independence for Scotland as date is set for referendum.*
- *Plaid Cymru (Welsh nationalist party) supports Scottish independence move.*
- *Secretary of State for Scotland says Scottish independence is impractical.*

Story 1 _____ [1]

Explanation _____

_____ [3]

Story 2 _____ [1]

Explanation _____

_____ [3]

Story 3 _____ [1]

Explanation _____

_____ [3]

[12 marks]

Examiner Only	
Marks	Remark

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

You are the Public Relations Officer at the Le Strade Publishing House, which represents best-selling British novelist June Reeves.

The author has been criticised by anti-racism campaigners over her latest novel, *At Home Among the Roses*. Campaigners claim the plot and key characters promote anti-immigrant bias.

Write a 120-word press release defending Ms Reeves against the accusations.

Use the following notes which you made in an interview with Ms Reeves to create your press release.

- *Ms Reeves is horrified that anything she has written should be viewed as racist.*
- *Ms Reeves has taken part in anti-racism protest marches in the past.*
- *Ms Reeves' husband, Jack Reeves, is from an African background. The couple's children frequently spend summer holidays with their paternal grandparents who returned to live in Zambia after spending 25 years living in London.*
- *The author has written newspaper opinion pieces promoting a multi-cultural and tolerant Britain.*
- *She has apologised for any offence her latest novel may have caused and has pledged to make a substantial donation to the Anti-racism League by way of making amends.*

Examiner Only	
Marks	Remark

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

You are a reporter for the ***Morning Today*** national television programme. You have to write the script for a **60-second story** previewing an upcoming by-election for the Smallvalley constituency to the House of Commons.

Use the following information (**biographic details and separate interviews with the two leading candidates**) to write the **180-word script**.

The script will be read by the studio presenter.

James Johnston (46) is a long standing member of the Labour Party and worked as special advisor to the previous MP. He is a businessman who owns a shoe-making factory in the constituency.

Not originally from Smallvalley, James has lived in the constituency for 20 years. He is a keen supporter of the local football team and a former player with the town's cricket team.

He holds a first class honours degree in economics from Cambridge University.

James is married to Samantha and the couple have 2 children.

"This has always been a Labour stronghold. The constituency is in good hands with Labour and I see no reason why that should change.

"However, that doesn't mean that I'll sit on my laurels; my mission is to get Smallvalley back to work. We have the highest unemployment rate in northern Britain here.

"In the last ten years, we have seen our manufacturing base crumble; business after business has been forced to close and that's all because of the ludicrous policies adopted by the current government.

"I have already proved my credentials as a self-starter. I started Johnston Shoes in 2001 and it has grown from strength to strength and now employs 56 people, supplying shoes to many of the best known High Street retail outlets.

"I know how to answer the problems of this area; I know how to kick start the economy here."

Examiner Only	
Marks	Remark

Jenny Grove (36) is standing as an independent on the platform of “a better deal for local people.”

Jenny has lived in Smallvalley all her life. After attending the local comprehensive school, Smallvalley High, she started working in a local supermarket where she eventually became store manager.

Jenny lost her job when the supermarket was forced to close because of price competition from a major retail giant. She has been unemployed for the last 18 months.

A keen musician (trombone), she is a member of the local brass band. Since being made redundant, Jenny has been active in local charities. She is a volunteer with Visit the Aged, a charity which helps pensioners, and also volunteers in a charity shop.

Jenny is single and lives alone with her pet golden Labrador, Jack.

“I know at first hand what damage can be done by unhelpful government policies. I had a good career with prospects and my life was ticking along nicely. That was until we went out of business.

“I’m from this area and know what it needs. I’ve decided to stand in this election because I’m sick of big political parties telling me what is good for Smallvalley.

“If I’m elected, I’ll be a voice for the unemployed, the homeless, the old, the young and the vulnerable. I’ll take Smallvalley’s problems right to the heart of parliament.

“I won’t be silenced at Westminster; I’ll make sure the government can’t ignore the plight of the people I have grown up with and the people I love. My concern for this place goes far beyond mere political ambitions; I love Smallvalley and its people.

“And if the government and other MPs don’t listen, well my Jack’ll sort them out.”

Examiner Only

Marks	Remark

THIS IS THE END OF THE QUESTION PAPER

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Rewarding Learning

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INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Article A: Taken from the **news website** of a national broadcaster.

Government to decide on future of Olympic Village

The government is considering appeals from different sectors over the future use of the Olympic Village in east London.

The complex – which is home to 3,600 apartments as well as sports facilities – was used by athletes competing at last year’s Olympic Games.

While the future use of much of the facility has already been decided, the government must decide on how many of the apartments will be used for tourism or community housing.

**“It could generate millions for the economy”
– London First Tourism**

Business chiefs say the apartment blocks are a perfect opportunity to boost tourism.

Tourism chief, Isobel Chambers, said it could provide the answer to a lack of beds in the capital.

“Each year we have thousands of young people from all over the globe seeking cheap, comfortable accommodation.

“The east London village is just too good an opportunity to miss. It could generate millions for the economy,” Ms Chambers, of London First Tourism, said.

However poverty and homeless charities in London believe the complex should be used to help the less well-off.

Chief executive of the **Bed for the Night** homeless charity, Barney Philips, said the apartments could answer one of the major problems facing the capital.

Mr Philips said the apartments should be used to help homeless people forced to sleep rough on London’s streets each night.

He said: “Every night our volunteers deal with young boys and girls who sleep in shop doorways and on the streets.”

Related articles:

Olympics to provide cash windfall for east London.

Tourism identified for development in capital.

Homeless problem increases.

Homeless Kids in Danger of Evil – says charity boss

Article B

Taken from a red top tabloid.

Kids as young as nine are sleeping rough in London, according to a leading homeless charity.

Bed for the Night – which provides help for the hundreds of people who regularly sleep on the streets – says London’s Olympic village must be turned over to the homeless.

Bed for the Night boss, Barney Philips, said the accommodation built for last year’s Olympics was a perfect solution to a growing problem.

“Every night our volunteers deal with young boys and girls who sleep in shop doorways and on the streets.

“These kids, some as young as nine, are prey to some of the greatest evils in society. They are being left

open to drug pushers and all sorts of criminals,” the homelessness crusader said.

Philips said: “It would show the world that Britain is a caring nation.”

But – in a crazy judgement on our society – the charity is on a collision course with big business bosses over the athletes’ luxury pads.

Isobel Chambers, of London First Tourism, wants the Olympic village to boost bed numbers in the capital.

“Each year we have thousands of young people from all over the globe seeking cheap, comfortable accommodation.

“The east London village is just too good an opportunity to miss. It could generate millions for the economy,” Chambers said.

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