



General Certificate of Secondary Education
January 2015

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and
Skills for Journalism

[GJR11]

FRIDAY 16 JANUARY, MORNING



GJR11

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

Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

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

From the list below, **select four features** which you would **not** find in a print newspaper.

Give **one** reason for each selection.

Blurb	Sidebar
Breaking News	Standard Out Cue
News in Brief	Lead Story
Audio Clip	Jingle

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.

Consider the **news value** of the five breaking stories below for the **morning weekday news** for a **Northern Ireland regional television bulletin**.

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.

TO INFINITY AND BEYOND?

- Following NASA's disappointing discovery that Mars has no methane gas and therefore could not sustain life, the agency is preparing to launch an unmanned mission to Saturn.
- It is believed that Saturn, which is made up primarily of hydrogen and helium, does contain traces of water, methane and ammonia.
- The name of the mission and projected costs have yet to be released. © CCEA

INTENSITY OF WINTER FLOODS SET TO INCREASE

- Researchers at the University of Reading warn that flood events in the UK will become more widespread and severe during this century.
- The scientists used computer models to trace existing weather patterns and to predict future weather phenomena.
- The results indicate that the Environment Agency should take steps immediately to prepare for the consequences of floods in order to avoid millions-of-pounds' worth of damage. © CCEA

CRIME RATE DROP

- The latest figures released by the PSNI show a marked drop in the levels of crime across Northern Ireland.
- The most notable downward trends can be seen in the statistics associated with recorded robberies, burglaries and criminal damage.
- The PSNI have attributed the drop in the overall crime rate to 'vigilant policing' and 'committed Neighbourhood Watch Schemes'. © CCEA

CAR PARKING CHARGES CAUSE CONTROVERSY

- NICE (The National Institute of Health and Clinical Excellence) have made fresh calls to increase the charges for car parking spaces across the country in an effort to encourage people to 'ditch the car' and walk.
- NICE argue that a lack of daily exercise is as dangerous to health as smoking.
- The Tax Payers' Alliance has criticised the proposal as it believes citizens are already paying too much for urban parking spaces. © CCEA

CHRISTMAS NUMBER ONE WAS JUST A 'DREAM' TOO FAR

- Ballymena's pop sensation, Justin Stockman, has admitted that missing out on the coveted number one spot for Christmas was a blow to his ego.
- Despite enormous support from his fans in Northern Ireland, his single 'Dreams' only managed to reach number 12 in the Christmas singles' chart.
- Justin, who first found fame after a successful first round audition on Channel 5's 'Talent Search', said he was grateful to his fans and that he plans to release an album later in the year and will also be touring Northern Ireland night spots in an effort to repay fans for their loyal support.

© CCEA

Examiner Only	
Marks	Remark

Story 1 _____ [1]

Reason _____

_____ [3]

Story 2 _____ [1]

Reason _____

_____ [3]

Story 3 _____ [1]

Reason _____

_____ [3]

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

You are the Public Relations Officer for the ***Make a Difference*** charity.

The charity ***Make a Difference*** has enlisted the support of Rugby League international, Philip Corrigan. Mr Corrigan has agreed to act as an ambassador for the charity and is arranging a charity match between professional and amateur players to raise much-needed funds for the charity.

Write a 120-word press release which will promote the pro-am rugby match and raise awareness of the charity's work.

Base the press release on the following notes made during a meeting with Mr Corrigan:

- Philip 'The Pit-Bull' Corrigan is a scrum half for both the Worcester Warriors and England.
- He has been capped 25 times, and made his debut for England in the 2013 World Cup.
- Philip was asked to act as an ambassador for the charity by its patron, the Duke of Arbroath, shortly before Christmas.
- The charity was established in 1985 in order to help children who have been affected by brain injuries.
- Philip regularly participates in charity work through the Worcester Warriors' community outreach programme and he was "honoured and privileged to be invited to work on behalf of *Make a Difference*".
- Philip has already enlisted eight of his fellow professionals to play in the game and is hopeful that celebrity chef, Maurice Adams, football pundit, Dave Resken and DJ, \$tomp, will be among the celebrities who will take to the pitch on Sunday 8th March.
- Philip promises that the match will be "a great day out for all the family with lots of surprises and a host of famous faces both on, and off, the pitch."
- The match venue is Newmarket Stadium and tickets for the event are available from the *Make a Difference* website.

Section C

Spend **28 minutes** answering this section.

Answer **both** questions.

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

As the sub-editor of a **local weekly newspaper** you receive the photograph and headline below from a freelance photo-journalist.

The photograph and headline are to be used in an article about how recent recycling initiatives seem to have failed in the local area.

Write a 15–25 word caption for the photograph.

Local landfill reaches capacity as more households ‘refuse’ to recycle



© PN_Photo / iStock / Thinkstock

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

You are a reporter with **Life Begins at 60**, a monthly magazine focusing on pensioners' issues. You have been tasked with writing an article on the competition to find Northern Ireland's Pensioner of the Year.

Your 200-word article should focus on the most newsworthy attributes of the two candidates for the award, Joe McDonald and Amanda Elvery.

You should base your article on the following notes and research you have accumulated about the two candidates.

Joe McDonald (73) is a retired solicitor who has lived in Castlebally all his life.

Biographical information submitted about Joe for the award.

Joe was married to Zoe for 53 years. The couple had three children and eight grandchildren. Zoe sadly passed away two years ago.

As a solicitor Joe carried out a lot of work on behalf of local charities without charging them a fee.

He also raised £2,500 for People in Need last year.

Although a pensioner, when he was 70, Joe repeatedly braved a burning building to rescue four people.

From interview with his proposer, Gillian Cully.

"Joe is an example to everyone. He is a brave campaigner for the vulnerable and for pensioners' rights. He also still finds time to write his weekly column for the Castlebally Tribune."

Face-to-face interview with Joe:

"Zoe was a very caring person. Since she died, I just felt I had to keep her memory alive by continuing her good work. As well as that, I actually enjoy the work and it keeps me active."

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Amanda Elvery (70) retired as manager of the local village supermarket in Hawmannor five years ago.

Biographical information submitted about Amanda for the award.

Amanda is married to Sylvester and the couple have two grown-up daughters and three grandchildren.

As manager of McFaul's Supermarket, she was always known for her helpfulness and for her willingness to embrace good causes.

Amanda recently survived a serious cancer illness.

She now regularly runs half marathons to raise money for cancer research. Last year she single-handedly raised £12,750.

From interview with her proposer, Jack Doherty.

"Amanda is an inspiration to all who know her. Despite the cancer scare, she has the energy of a woman half her age. Her weekly spot on Hawmannor community radio is one of the station's most popular programmes. This is because of her wicked sense of humour."

Face-to-face interview with Amanda:

"Sylvester and I just believe we should live life to the full. I don't want to be one of those ol' biddies who gives in to old age. Bring it on, whatever life offers, that's what I say."

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INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Article A

Red Top Tabloid

Pupils poisoned at School for Toffs

Two pupils at top private school, Wolfstown Academy, are fighting for their lives after an outbreak of food poisoning.

Ten others have been hospitalised at posh Wolfstown. Past pupils include former PM, James Bryson, novelist, Bruce Markham and Lord Andrew Cooper of Oldidoor.

Twenty-seven pupils at the elitist academy have fallen ill. The other 15 boys and girls are being treated at home.

Wolfstown commands fees of £30,000 per year. It regularly sends students to Oxbridge. Branded by locals as the “school for toffs”, Wolfstown’s motto is “Audentes Fortuna Juvat” (Latin for Fortune Favours the Strong).

Worried mum, Pat Convery, laid the blame for the outbreak firmly at the door of the school.

“Surely paying £30,000 a year we can at least expect them to be looked after properly.

“It is not unfair to expect proper standards at Wolfstown,” Mrs Convery – wife of well-known investment banker, John Convery – said.

Wolfstown headmaster, Jamie Doyle, apologised for the outbreak.

“Our thoughts remain with the two young Wolfstown pupils who are in a critical condition. We are the victims of an illegal food supply scam which is being investigated by police,” he said.

Health watchdog, Jeff Johnston, said the school was supplied with tainted meat through the supplier it has worked with for 40 years.

© CCEA

Illegal meat scam cause of food poisoning

Hhealth officials have blamed an illegal meat scam for an outbreak of food poisoning at one of the UK's most successful public schools.

Two pupils at Wolfstown Academy are in a critical condition in hospital after becoming ill at the school. A further 25 pupils are being cared for in hospital and at home but are said to be in a comfortable condition.

Headmaster at the £30,000-a-year academy, Jamie Doyle, said the thoughts of all staff and pupils were with those who were ill.

"We are the victims of an illegal food supply scam which

is being investigated by police."

"We have been working night and day with the parents of all those children affected by the outbreak to ensure they receive the best possible treatment," Mr Doyle said.

The Wolfstown head said his staff was also working closely with police to identify the source of the tainted meat which led to the outbreak.

"Obviously I can't say very much in case I prejudice the police operation. However, we are the victims of a scam that was not of our making," he said.

Public health official, Jeff Johnston, said the school was

completely blameless in the crisis.

"Police believe the source of the outbreak was a delivery of meat from outside the European Union to Wolfstown's suppliers. The academy is an unfortunate victim in all of this," he said.

However, Pat Convery, the mother of one of the pupils affected, suggested Wolfstown should have carried out its own checks on the food.

"It's not unfair to expect proper standards at Wolfstown. I know the school was a victim in all of this but we must now look at more rigorous standards being employed," Mrs Convery said.

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