

New
Specification

Rewarding Learning

General Certificate of Secondary Education
2011

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and
Skills for Journalism

[GJR11]

WEDNESDAY 8 JUNE, 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 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	
2a	
2b	
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, pick **four features** which you might expect to find on any **online newspaper homepage**. Give **one** reason for each selection.

Most popular story list	Sports News
Localised weather	Traffic and travel updates
Columnists	PDF edition
Interactive puzzles	Masthead
News feature	Classified advertisement.

Feature 1 _____ [1]

Reason _____

_____ [1]

Feature 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.

Below are the notes you made about five breaking stories.

Decide which **three stories** would have the best **news value** for the lunchtime weekday news for a regional radio station in Northern Ireland.

Give **one** reason to justify each choice.

BELFAST CATTLE SHOW TO BE AXED

- Attendance at the show was down by half.
- Cash strapped farmers were unhappy with the costs involved in entering their animals for The Belfast Cattle Show classes.
- The Belfast Cattle Show celebrated its 60th birthday last year.

PENSIONERS TIE THE KNOT IN THEIR NINETIES

- Ballymena pensioners Hilda McGurk (91) and Simon Doherty (92) were married last week.
- Family and friends wished them well at a reception held in the local bowling club.
- They met playing bowls two years ago and both still play every week.

CASH STRAPPED SCHOOLS' FUNDING BOOST

- Funding will be released later this month according to the NI Education Minister.
- The money will prevent teaching redundancies and create jobs for more teaching assistants.
- Schools welcomed the announcement commenting that assistants play a vital role in the life of the school.

THE NUMBERS DON'T ADD UP

- Hundreds of Maths teachers in Northern Ireland can't find work.
- Too many Maths teachers are being trained each year.
- There is still a high demand for Maths teachers in England and Scotland.

Examiner Only	
Marks	Remark

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

You are the Public Relations Officer for Lucinda La Roux, a popular young actress.

At a recent celebrity event Miss La Roux had a public quarrel with rival actress, Sammy Steele. The tabloids have picked up on the story and your client is receiving a lot of negative press.

Write a 120 word press release which will limit any further damage to Miss La Roux's reputation/image.

Base the press release on the following notes from her management:

- Miss La Roux is a fan of Miss Steele's acting ability.
- They have spoken on the telephone since the event and Miss La Roux has apologised to Miss Steele.
- Miss Steele has invited Miss La Roux to her birthday party next week.
- Miss La Roux accidentally spilled wine on Miss Steele's handbag which is why they quarrelled.
- Miss La Roux has bought Miss Steele a designer handbag for her birthday.

Examiner Only	
Marks	Remark

Section C

Spend **28 minutes** answering this section.

Answer **both** questions.

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

As the sub-editor of a national **tabloid** newspaper, you receive the photograph and headline below from the Health Editor.

The photograph and headline are to be used for an article about obesity.

Write a 15–25 word caption for the photograph.

MATERNITY UNIT BANS OBESE MUMS-TO-BE



© PA Archive/Press Association Images/ Photographer – Clara Molden

Examiner Only	
Marks	Remark

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

As a reporter for *Business Matters*, a monthly business magazine, you are compiling a feature on two business people, who have been nominated for Business Person of the Year.

Use the following information to write a **200 word feature** on the two business people. Use the most newsworthy and interesting information to develop your feature.

Alison Long (36) lives in Ballymena. Owner of a chain of successful sandwich bars, *Ladies who Lunch*.

Information from Alison Long's business website

A former accountant, Alison got the idea five years ago when she couldn't find anything tasty for her own lunch.

"I realised there was a gap in the market when I couldn't find a nice lunch. Most people just want something healthy and nutritious with the option of a small, sweet treat occasionally."

Telephone interview with Area Manager Sean Glover

"Alison employs 50 people in her 10 shops situated all over Northern Ireland.

Alison is a super employer. She treats us with respect, her training is very thorough and she expects high standards."

Face-to-face interview with Alison's mum Angela Dixon

Proud mum Angela is delighted with her daughter's achievements. "She has worked 60-hour weeks to make this business a success but she still makes time for her family."

Martin Powell (39) lives in Coleraine – owner of a removals business.

Taken from information leaflet given to clients moving house

Developed family business *Powell and Sons*. The firm employs 100 people. The company caters for office and domestic removals all over the world.

Based on face-to-face interview with Martin

Has worked in the family business since leaving the army 10 years ago.

Martin is still very hands on and doesn't mind getting involved in occasional house moves. "I find it keeps me fit," he said.

Dad Jeff (74), now retired, is delighted that the business has expanded over the years. "My father started the business when he was a boy with only a horse and cart around Coleraine. It's incredible to think that people have so much furniture to move nowadays. In my dad's day it all fitted on the back of his open cart!"

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.

Minister urged to act on festival no-show

Article A:

Taken from a compact/broadsheet newspaper.

The Culture Minister has been urged to impose stricter controls on concert organisers after singer Dave Cooper failed to show at an outdoor festival.

With a string of number one hits, Cooper regularly plays to sell-out gigs all over Europe.

But there were angry scenes in Belfast on Saturday evening when the British rock star failed to turn up for a huge outdoor gig.

Organisers were left red-faced when the star failed to turn up, despite having earlier carried out sound checks at the venue.

The singer and members of his band were seen in a bar in Dublin city centre late on Saturday night.

Angry fans, many of whom paid up to £50 for tickets, chanted “shame, shame” when promoter, Joe Mackle of Mackle Music Productions told them the concert had been postponed due to “unforeseen circumstances.”

Police were called to the venue when fans stormed ticket offices demanding their money back.

Eyewitness Joe Smith said: “Things turned very ugly when frustrated fans demanded refunds. Some started to kick the doors of the ticket offices but police quickly restored order.”

A spokeswoman for Mackle Music Productions said yesterday Cooper

claimed he had fallen sick and had no way of contacting the promoter.

She said: “Mackle Music Productions is currently looking at ways of refunding ticket prices.”

Furious fans have condemned the singer’s no-show. There have also been calls for greater controls to be enforced in the music industry.

Sam Morgan of the “Keep Music Live” group said it was intolerable that fans should be treated in such a way.

Cooper could not be contacted at the time of going to press.

Rock fans storm ticket office

Article B:

Taken from a red top tabloid newspaper

Angry rock fans stormed a ticket office following a no-show at a Belfast gig by rocker Dave Cooper.

Thousands of rock fans attending the Summer Nights concert chanted “shame, shame” when promoters announced the outdoor concert was being cancelled at short notice.

Cooper, who earlier turned up for a sound check, went AWOL just before he was scheduled to take the stage for Saturday’s performance.

One of the UK’s top rockers, Cooper draws legions of fans wherever he plays.

Last night gig promoters Mackle Music Productions denied claims Cooper was seen with band members in a Dublin bar at the time he was meant to go on stage.

In Hiding

The rock star was in hiding last night as fans demanded an explanation for the no-show.

Cops were called to the Belfast venue when fans – some of whom paid up to £50 for tickets – tried to force their way into a ticket office.

Shocked concert goer, Joe Smith said: “Some started to kick in the doors of the ticket office.”

A Mackle Music Productions spokeswoman said the star became suddenly sick with an undisclosed illness on Saturday.

The spokeswoman said: “Mackle Music Productions is currently looking at ways of refunding ticket prices.”

