



General Certificate of Secondary Education
2012

Centre Number

71

Candidate Number

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and Skills for Journalism

[GJR11]



MONDAY 28 MAY, 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 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	
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 content below select the **four** features which you would **NOT** expect to find on a **national broadcast news website**.

Give **one** reason for each selection.

Classified advertisement	Masthead
Video news	iPlayer news report
Births/Deaths Family Notices	Breaking news
Editorial column/Leader	Most viewed stories list

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.

Evaluate the **news value** of the five breaking stories below.

Decide which **three** stories would have **the best news value** for a **December evening weekday news programme** for a **Northern Ireland regional television channel**.

Give **one** reason for each choice.

Below are the notes you have made about each story. Use these notes as the basis for your decisions.

TEMPERATURES IN NORTHERN IRELAND TO DROP BELOW FREEZING FOR UP TO THREE WEEKS

- *Sub zero temperatures predicted.*
- *Big freeze could last for three weeks.*
- *Heating payouts will cost the government hundreds of thousands.*

POET WINS PRESTIGIOUS U.S. AWARD

- *Queen's University lecturer, Elaine Smith, has won a £50,000 award for her poetry collection.*
- *She was shortlisted alongside poets from Russia and the USA.*
- *The 30-year-old poet has published five collections of poetry to date.*

FERMANAGH PENSIONER DEFIES FLOODS

- *A Fermanagh pensioner has refused to leave his waterlogged farm house.*
- *His family have been paddling in supplies to him on a canoe.*
- *The 90-year-old farmer, Graham McCann, says he doesn't know what the fuss is about.*

BELFAST'S CONTINENTAL CHRISTMAS MARKET DRAWS THOUSANDS

- *The continental market is doing brisk business this year according to traders.*
- *Parking spaces are difficult to find as people flock to the beer tents and food stalls.*
- *The market traders include nuns from Belarus (in Russia) selling Christmas decorations.*

Examiner Only	
Marks	Remark

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

You are a Public Relations Officer for **Sport Profile Inc.**

Your newest client, Lynne White, a 17-year-old sprinter from East Antrim, has been selected to represent the United Kingdom in the Olympics. You have been assigned to introduce her to the sports media.

Write a 120 word press release which will launch the young runner.

Use the following notes to assist you.

- *Lynne runs with the East Antrim Sprinters' Athletic Club.*
- *Her potential was spotted by her PE teacher, Valerie McMahon, in first form.*
- *She has slashed two tenths of a second off the 100M Commonwealth record recently.*
- *Her parents are both keen runners.*
- *She is still at school studying for her AS levels.*
- *Lynne trains six times a week both in the gym and on the track.*
- *"I'm so thrilled that all of my hard work is beginning to pay off."*
- *She has been training with the Gold medal winning pentathlete, Mary Peters, for the past two years.*

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 **regional evening newspaper** you receive the photograph below of children enjoying the snow.

Write a 15–25 word caption for the photograph.

LET IT SNOW, LET IT SNOW, LET IT SNOW!



© UpperCut Images / Getty Images

Examiner Only	
Marks	Remark

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

You are a reporter for **The Machine**, a monthly body-building magazine. You are compiling a feature on two of the finalists in the UK Body-Builder of the Year competition.

Write a 200 word feature on these two body-builders – Brendan Boyle and Colm Crawford.

Below is the information you have gathered. Use the most newsworthy and interesting information to develop your feature.

Brendan Boyle, 28, is from Chislehurst, Kent.

Information from the website of the gym Brendan co-owns – The Power Base.

Brendan started pumping weights after he survived a near fatal road accident seven years ago.

“I took my fitness for granted before the accident.”

Brendan’s role model is Arnold Schwarzenegger.

“Arnie Schwarzenegger has achieved so much through his love of body-building.”

Face-to-face interview with Brendan’s business partner, international body-building champion, Mark Lancer.

“Brendan is going to be very hard to beat. He has been rigorous in his preparations for the title.”

Brendan won the Amateur Body-Builder UK title three years ago but he is keen to get a professional title. *“I think that it is important to have goals to work towards as a body-builder,”* Brendan commented on Facebook.

Colm Crawford, 25, lives in Edinburgh.

From Colm’s Facebook

“This title has the potential to change my life completely. It would mean giving up my job in the pensions department of Scottish Widows and securing the backing to start my own business in the fitness industry.”

Based on face-to-face interview with Colm.

“I took up weight training after a bullying incident in school. I found the more powerful I became, the less interest the bullies showed.”

Colm is a part-time model for men’s clothes shop, The True Gent.

“I think it’s only fair that the guys make an effort with their appearance. Look at all the trouble the ladies go to so they can look good!”

On Facebook he also detailed some of the elements of his training schedule. *“I have spent six days a week in the gym for the past three months. I had better win the title or my girlfriend Jane won’t forgive me.”*

Jane Coulter, his girlfriend, in a telephone interview said:

“I am very proud of Colm and he deserves to win the title.”

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.



Mother's appeal as firework wrecks career

Article A

A broadsheet/compact newspaper.

A mother has appealed to parents to be careful after a firework ended her talented son's career as a pianist.

Simon Jefferson (16), who completed grade eight piano at the age of 12, had three fingers blown off when a faulty firework exploded in his hand.

The young Belfast lad was playing with friends on Hallowe'en night when the tragedy occurred.

His mother, Laura, said the accident means her son will now never achieve his dream of becoming a concert pianist.

"Simon and his friends, Rory and Josh, were lighting rockets outside the house when one of them didn't go off.

"We had warned him of the dangers but he still lifted the rocket and it exploded in his hand," Mrs Jefferson said.

The Belfast woman said: "When we got Simon to the hospital the doctors tried to re-attach the three fingers on his right hand but weren't able to. We're devastated."

She said: "My son always dreamt of a career in music. He used to practise for hours every day but now that dream is over."

Simon's music teacher, Arnold Goldstein, said the accident was difficult to accept.

"Simon's talent is something that you come across once in a generation; it is just so wrong that this talent has been lost," he said.

A PSNI spokeswoman urged parents to ensure that rockets were only purchased from reputable suppliers.

She said: "Parents should always supervise the use of fireworks and no firework should be approached once lit."

The spokeswoman said police were investigating the incident in which Simon lost his fingers. She said early indications were that the rockets were purchased from an unlicensed dealer.

Faulty firework shatters teenage dream

Article B

A red top tabloid newspaper.

Police are cracking down on illegal firework sellers after a piano genius lost half his hand when a dodgy rocket exploded.

Teen prodigy Simon Jefferson (16) will now never fulfil his childhood ambition of becoming a concert pianist. The Belfast teenager lost three fingers on his right hand in the accident.

His heartbroken mum, Laura, said Simon dreamt of becoming a classical music star ever since he obtained his piano grade eight at just 12 years of age.

Simon lifted the rocket on Hallowe'en night when it failed to go off but it exploded in his hand ripping three fingers off.

Brave doctors worked to save the hand but were unable to re-attach the fingers.

According to shocked mum, Laura: "We're devastated."

Music maestro, Arnold Goldstein, said Simon had a unique talent.

"It is just so wrong that this talent has been lost," he said.

Now police say the rocket was bought from an unlicensed seller. A PSNI spokeswoman vowed to catch the rogue sellers who have shattered Simon's dreams.

