



General Certificate of Secondary Education  
2013

Centre Number

71

Candidate Number

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

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

[GJR11]

THURSDAY 16 MAY, MORNING

**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 pages 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 duties** which you would expect a **news editor** working on a **national daily newspaper** to carry out. Give **one** reason for each selection.

Check for legal and ethical issues in journalists' copy.	Sell classified advertisements.
Write news stories.	Lay out news pages.
Take photographs.	Liaise with sub-editing and photography departments.
Assign news stories to reporters in the newsroom.	Decide priority and importance of breaking news stories.

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 **evening 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.

Below are the notes you have made about each story.

### **DANGEROUS DOG DESTROYED**

- A Japanese Tosa has been put down after attacking a woman in The Moy, Co. Tyrone.
- The 23-year-old woman had approached the snarling dog after seeing it in the road near a group of children. The dog bit her on the leg and arm.
- The woman was taken to hospital where she received a total of 33 stitches.

### **CZECH MATE: LOCAL MAN THROUGH TO THE FINAL**

- James Sampson from Enniskillen has qualified for the European Amateur Chess Championship.
- The finals will be held in October in Pardubice, Czech Republic.
- James was taught to play chess as a child by his grandfather who was victorious in the competition in 1958.

### **DRIVING AGE TO BE CUT TO 16**

- Environment Minister, Alex Attwood, has proposed that provisional driving licences could be granted to 16-and-a-half year olds.
- The proposal would mean that learner drivers would have to wait for 12 months before actually taking their driving test.
- Road safety organisations such as BRAKE have slammed the proposal fearing younger drivers will be involved in serious accidents.

### **UNCLAIMED LOTTO PRIZE**

- A spokesman for the National Lottery operator Camelot has urged the owner of a £2 million ticket to come forward.
- The ticket was purchased in Belfast for the draw which took place on Saturday 29th September last year.
- The winning numbers were: 2, 7, 16, 29, 44 and 48.



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

You are the Public Relations Officer for **Havenmill Town Council**.

Recently the Council has faced opposition over its decision to sell four of its library premises to the fast food chain *MegaBurger*.

**Write a 120 word press release** explaining the Council's position.

Base the press release on the following notes made during a meeting with the town councillors:

- The Council plans to use the funds generated by the sale to improve leisure facilities in the area.
- A mobile library service will be introduced to serve the community.
- The maintenance and insurance costs of the four library premises have increased by 23% since 2010.
- Numbers using the four libraries in question have fallen from an average of 180 visitors per week to 35 per week.
- *MegaBurger* will bring employment to the area as each restaurant will require 16 full-time and 12 part-time staff.



### 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 broadsheet newspaper**, you receive the photograph and headline below from the Features Editor. The feature **queries** whether technological gadgets are a **disadvantage to family life**.

**Write a 15–25 word caption** for the photograph.

### e-Communication spans the generations



© Klaus Tiedge / Corbis



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

You are a reporter with **The City Bugle**, a local weekly newspaper in Stirling, and you have been assigned to write an article on the race between two politicians to be Provost or mayor of the city.

**Your 200-word article** should focus on the most newsworthy attributes of Scottish National Party councillor, Dr Jack McGinley, and his opponent, Labour Party councillor, Mary Stewart.

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

Mary Stewart (39), a native of Coventry but living in Stirling for the past 11 years.

**Information from Mary's Labour Party website biography**

Mary has worked as a social worker in Stirling for the past eleven years. She is married to architect, Danny. They have one daughter, Laura (6).

Mary was returned as a member of Stirling Council five years ago and is now in her second term.

She has a particular interest in economic development and is a strong opponent of Scottish independence.

**Information obtained from interview with Ian MacDonald, leader of Labour Party group on Stirling council**

"Mary is devoted to the Labour cause. She has shown again and again that she puts the interests of the vulnerable at the heart of everything she does."

**Face to face interview with Mary Stewart**

"I am a working mother and experienced councillor. I know what the people of Stirling need and want. I know that it is only by maintaining the union with Britain that our best economic interests can be served."

A native of Stirling, Jack McGinley (49) has served on Stirling council for the past 10 years.

**Biographical information from Scottish National Party website**

Jack McGinley is married to Moraig and they have three children. A graduate of Edinburgh University, he has spent his entire working life as a GP in Stirling.

His key political interests include the defence of the National Health Service and Scottish independence.

**Comments made on Facebook by SNP leader on Stirling council, Joseph Kennedy**

"Jack McGinley comes from a well known Stirling family and has served the people of his native city well as doctor and councillor. He is a true patriot of Scotland."

**Face-to-face interview with Jack McGinley**

"Through my work I come into contact day and daily with the problems the people of this city are experiencing. I know as Provost I can do so much to alleviate those problems. I also know that it is only by complete independence that we as a people can achieve our full potential."





---

**THIS IS THE END OF THE QUESTION PAPER**

---





Permission to reproduce all copyright material has been applied for.  
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA  
will be happy to rectify any omissions of acknowledgement in future if notified.



General Certificate of Secondary Education  
2013

---

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

Unit 1: The Journalism Industry and  
Skills for Journalism

[GJR11]

THURSDAY 16 MAY, MORNING

---



**INSERT**

INSERT FOR USE WITH QUESTION 2

**INSTRUCTIONS TO CANDIDATES**

Do not write your answers on this insert.

---

Article A

---

News website

---

National Broadsheet/Compact.com

Last Updated: Wednesday, May 15, 2013, 11:36

## Questions asked over substandard flood wall

A mother and daughter were almost drowned when a substandard river flood wall broke in torrential rain in Northern Ireland.

Lisa Martin (36) and her nine-year-old daughter, Sophie, became trapped in the family's Volvo car when the vehicle was swept away in a flood on Tuesday night.

Mrs Martin, from Newtownstewart, was driving alongside the River Mourne when the flood wall broke sending thousands of gallons of water crashing over her car.

The County Tyrone mother said: "I just felt a thump as this wall of water hit the car. There was nothing we could do; the car was swept off the road and into the centre of the river.

"It was floating at first but I could feel it starting to sink and I grabbed Sophie and held her. I couldn't open the doors to get out because of the water pressure. Our family dog, Rex, was going mad with panic as well."

Just when all hope appeared to be lost, the car stuck momentarily on a sandbank allowing Mrs Martin to break the Volvo's back window and climb out with Sophie.

"Someone had phoned the fire brigade and they managed to put a ladder out from the bank and we crawled to safety. I have never been so scared," Mrs Martin said.

Now the incident is to be raised at the Northern Ireland assembly. Assembly member, George Doherty, said he intends raising the case with Stormont's Public Accounts Committee.

"It's a disgrace that the flood defences failed. After the river burst its banks four years ago, more than £3 million was spent strengthening the flood wall and now this.

"Mrs Martin and her little girl could have been drowned," Mr Doherty said.

# Hero James braves floods for Rex

---

Article B

---

*National Red Top Tabloid.*

---

**H**ero fire officers in County Tyrone braved torrential flood waters to rescue a little girl's pet puppy.

Six-month-old Rex faced almost certain death on Tuesday when he became trapped in a car in the middle of a flooded river.

But just when all hope appeared to be gone, fearless fire fighter, James Boyle managed to snatch the Jack Russell pup to safety.

Moments earlier, Rex's owner, nine-year-old Sophie Martin from Newtownstewart and her mum, Lisa (36) managed to escape from the car which was swept into the River Mourne when a flood wall broke.

Relieved mum Lisa said: "When I realised Rex was left behind, it was just awful. There was nothing anyone could do because the car was about to be swept off a sandbank it had settled on.

"Just when I had given up all hope and was about to tell Sophie, I heard Rex yelp and saw a big fireman wading through the water

with him in his arms. I felt like crying; James is a real hero."

Fire officer, James played down his daring rescue.

He said: "When the boys saw little Sophie's big brown eyes filling with tears, they just couldn't let it go and we knew we had to do something to save Rex."

**NewsToday says: If you think James and his team are heroes, nominate them for the NewsToday Local Hero awards by emailing [localhero@newstoday.com](mailto:localhero@newstoday.com).**

Permission to reproduce all copyright material has been applied for.  
In some cases, efforts to contact copyright holders may have been unsuccessful and CCEA  
will be happy to rectify any omissions of acknowledgement in future if notified.