



Rewarding Learning

General Certificate of Secondary Education
2014

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

Unit 1: The Journalism Industry
and Skills for Journalism

[GJR11]

WEDNESDAY 11 JUNE, MORNING



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 two 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 table below, **select four duties** which you would **NOT** expect the **editor** of a **national daily newspaper** to carry out. Give **one** reason for each selection.

Liaise with newspaper's chief executive	Chair daily news conference
Draw up marketing campaign for newspaper	Cover local council meetings
Hire and fire reporters	Collect classified advertising for newspaper
Set overall tone of newspaper	Source pictures for newspaper

Example 1 _____ [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 **lunchtime 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.

LUCKY ESCAPE

- *A 42-year-old man has fallen into a tiger enclosure in the Johannesburg Zoo, South Africa, but suffered only minor injuries.*
- *The man, who is from New Zealand, was trying to take a photograph of the Siberian tigers when he lost his balance and fell 8 feet into the enclosure. He sprained his ankle as a result of the fall.*
- *A spokesperson for the Johannesburg Zoo said the man was removed safely from the enclosure before the tigers caused any danger to either the 42-year-old or staff.*

THREE DAY ROYAL VISIT

- *It has been announced that King Juan Carlos and Queen Sofia of Spain are to visit the Antrim coast where ships from the Armada were wrecked in 1588.*
- *The Royal Visit will happen at the beginning of June and is part of their European tour in which they are developing trade and tourism links.*
- *The Royal couple will be honoured at a reception in Stormont.*

CALLING ALL NANNIES!

- *Childcare workers and teachers in Northern Ireland are being tempted to work in Russia as nannies and tutors.*
- *The Bonne International agency is holding a recruitment fair on Saturday in The Westfield Hotel.*
- *A spokesperson for The Bonne International agency said that salaries depend on the applicant's qualifications but usually range between £2,000–£3,500 per month.*

RUNWAY STRIFE

- *Plans for a new runway at Glasgow Airport have been met with stern opposition by local residents who are concerned by the increase in noise pollution and traffic congestion.*
- *Glasgow Airport officials released the proposal yesterday in a bid to increase its passenger capacity from an average of 20,000 passengers per day to 35,000 passengers.*
- *The construction of the new runway would also allow the airport to increase its staffing levels by 35%, bringing employment to the local area.*

STRIKE ACTION TO HIT THE CITY

- *Belfast City Council has said that a number of public amenities will be adversely affected by the planned industrial action due to happen next Monday. Public sector workers are striking as a result of the spending cuts announced in April.*
- *Leisure centres will be closed and public buses will not be operating their normal service. Bins will not be collected and recycling centres will also be closed.*
- *The Council has reassured the public that every effort will be made to ensure that normal service is resumed next Tuesday and that the backlog of refuse collections will be cleared by the weekend.*

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Story 1 _____ [1]

Reason _____

_____ [3]

Story 2 _____ [1]

Reason _____

_____ [3]

Story 3 _____ [1]

Reason _____

_____ [3]

Examiner Only	
Marks	Remark

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

You are the Public Relations Officer for music company **Electric Records**.

Singer Elise Conrad (ex-band member of 'Stereo Mayhem') has released a new solo single. She has been accused of including lyrics which were allegedly written by the Stereo Mayhem's guitarist, Marty Winston.

Write a 120 word press release defending Ms Conrad's position.

Base the press release on the following notes made during a meeting with Ms Conrad and Electric Records' music executives:

- *Elise Conrad and Electric Records strongly refute the allegations of copyright infringement concerning her new solo single 'Refuse'.*
- *While Elise has written a number of songs on her forthcoming album – due for release in the autumn – the creative team at Electric Records had sole responsibility for the music and lyrics of 'Refuse'.*
- *Her new single 'Refuse' was released on Monday 13th May and is set to enter the charts in the top ten.*
- *Elise said: "I thoroughly enjoyed my four years with Stereo Mayhem and it is very sad and hurtful that Marty could think I could ever take credit for any of his work."*
- *Stereo Mayhem's lead guitarist, Marty Winston, made his remarks about the lyrics during a radio interview yesterday.*

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 daily newspaper** you have put the following headline on a story filed by the paper's reporter about the recent good weather.

Heatwave continues

The photograph below is to be included as part of the article.

Write a 15–25 word caption for the photograph.



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

You are a reporter on a **national daily newspaper**. You have been assigned to write an article on proposals by the Northern Ireland assembly to reduce the age at which teenagers can take their driving test to 16.

Your 200 word article should focus on the most newsworthy qualities of the arguments put forward. George Donnelly supports the change while Sarah McMichael opposes it.

You should base your article on the following notes and research and you should make use of the enclosed quotations.

Sarah McMichael (55) has worked with the Make Roads Safer campaign for five years. Sarah joined the campaign after her son, John, was killed by an 18-year-old driver.

Sarah argues that at 16, teenagers are too immature to appreciate the dangers of driving too fast. She believes that young drivers are excited by driving fast and this leads to accidents.

Quotations from Sarah on Make Roads Safer website:

"I don't want any family ever to go through what I have suffered. The death of my John should never have happened.

"The 18-year-old driver was driving too fast and was unable to control the car when it went off the road, killing John.

"A car is a machine and you must treat it with respect. It is an unfortunate fact that young people fail to realise this.

"When they pass their test, they see it as a major sign of freedom and they push this to the limit. The reasons for insisting drivers are 17 before they do their test are built on sound research.

"Look at other parts of the world; very few if any allow 16-year-olds to drive a car on their own. We would be crazy to allow it here in Northern Ireland."

George Donnelly (22), works with the campaign group, Respect Youth Now.

Information from Respect Youth Now website:

George Donnelly argues that discrimination against younger teenagers is rife. He believes that by allowing younger people to drive, they will be able to master the skills in a controlled environment before leaving school and purchasing their own cars.

Comments posted on the website:

"If younger teenagers are allowed to take their driving test, it will equip them better for future driving. By the time they can afford a car, they will have become experienced drivers."

"Anyway the whole point of the test is to assess their ability to drive. If they can't drive they won't pass the test. If they pass the test they should have as much right to drive as someone older."

"It will also enhance their employment prospects."

"Very few drivers will be able to afford a car at 16. On top of that, they will not get insurance."

"This means that they will have many years' experience driving their parents' cars before they have the freedom of their own car. They will, by that time, be better drivers."

THIS IS THE END OF THE QUESTION PAPER

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INSERT

For use with Question 2.

Do not write your answers on this insert.

Music festival runs out of Gas

Article A

*Regional broadsheet/compact
newspaper website article
(pdf version)*

This year's Gas music festival has been banned after residents living near the Epsom estate complained about noise and behavioural problems.

An estimated 20,000 young people attend the annual three-day rock festival at Epsom near Limavady to see some of the biggest names in the global music business. This year's festival was to headline with a comeback performance by The Maggots, one of the biggest bands of the 1980s.

However, following serious disturbances at last year's event, the High Court has granted local residents an injunction banning this year's festival.

Joe McConaghey, who lives near the Epsom estate, said residents felt they could not put up with the trouble they experienced last year.

"For a number of years now, we've tried to work with the organizers but things just deteriorated. Last year we had to put up with drug-fuelled violence which led to serious physical assault and damage to property," Mr McConaghey said.

In the most serious incident at last year's Gas, farmer Jason Gallagher

was stabbed when he tried to stop revellers burning down his barn. There were also arrests for drug possession and other assaults.

Mr McConaghey said the High Court also took residents' concerns about noise levels into account.

"People around here just accept that they must go without sleep for three days when Gas is on," he said.

Organiser, Lord Mitchel, whose family owns the Epsom estate, said he accepted the High Court decision.

"It's unfortunate but I hope we can work something out with residents to ensure next year's Gas goes ahead," Lord Mitchel said.

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Article B

News section on national music magazine homepage.
www.nationalmusicmagazine.com/festivals

Residents say no to Gas

The summer music scene has been dealt a major blow with the banning of this year's Gas festival in Northern Ireland.

Belfast's High Court granted an injunction to people living near the festival, banning this year's event.

The highlight of the British and Irish music summer, Gas is the must-do gig for serious music outfits.

This year's festival was to be headlined by The Maggots in a comeback gig for the 1980's rock band. Other attractions were to include PsychoJungle and London new boys, Bond's The Name.

Lord Mitchel, who hosts Gas at his family estate at Epsom, was hopeful next year's event could get the green light.

"I've already been talking to some residents and we're putting our heads together to overcome the problems of recent years.

"One idea we're toying with is to employ security guards, not to keep troublemakers out but to keep them in. It'll be kind of a lock-in; once you arrive at the festival campsite, you won't be able to leave until Gas is over. Then we'll ship people out by bus out of the area," the music mad peer said.

Readers' poll: [click here](#) if you think residents are being unfair.

Links: [*PsychoJungle in Paris.*](#)
[*Preview of Bond's The Name's new album.*](#)
[*Lord Mitchel appeals to residents.*](#)

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