



*Rewarding Learning*

**General Certificate of Secondary Education  
2015**

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

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

**[GJR11]**

**THURSDAY 18 JUNE, MORNING**

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**MARK  
SCHEME**

## General Marking Instructions

### **Introduction**

Mark schemes are intended to ensure that GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

### **Assessment objectives**

Below are the assessment objectives for GCSE Journalism in the Media and Communications Industry.

Candidates must:

- recall, select and communicate their knowledge and understanding of the specified content in context (AO1);
- analyse and respond to media texts, evaluate data and make reasoned judgements (AO2); and
- construct and evaluate their own media items and present them in a manner appropriate for audience and purpose (AO4).

### **Quality of candidates' responses**

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

### **Flexibility in marking**

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

### **Positive marking**

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions.

Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

### **Awarding zero marks**

Marks should be awarded for valid responses and no marks should only be awarded for an answer which is completely incorrect or inappropriate.

### **Types of mark schemes**

Tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

### **Mark Bands**

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which mark band to award, examiners should bear in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular band to award to any response, examiners should use the following guidance.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

**Quality of written communication**

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

In this paper this is assessed in questions **2(a)**, **2(b)**, **4**, **5** and **6**.

## Section A

AVAILABLE  
MARKS

This section tests **AO1 knowledge and understanding**.

- 1 From the list below, **select four features** that you would expect to be used in radio news. Give **one** reason for each selection.

**Candidate response time: 5 minutes**

**Example 1 – Out Cue** [1]

**Reason:** An Outcue is the means by which a reporter ends a broadcast report. It lets the listening audience know that the story has ended. [1]

**Example 2 – Actuality** [1]

**Reason:** This is the sound of something actually happening during a radio report; it could be a voice, surrounding noise or even just ambient noise. [1]

**Example 3 – Bulletin** [1]

**Reason:** A bulletin is a brief radio news broadcast, giving the bare facts of a news story before the more in-depth story is given in a full programme. It is usually broadcast on the hour or half hour. [1]

**Example 4 – Voicer** [1]

**Reason:** This is a radio news report in which only the reporter's voice is heard. [1]

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- 2 (a) **Compare and contrast** how the local weekly newspaper and the national daily broadsheet/compact newspaper develop their **coverage** of the story. You should consider – the information used/the detail of coverage/the angle taken to the story.

**Candidate response time: 9 minutes**

Candidates may choose to cross-reference evidence and/or approaches from the two sources or they may treat each source separately. Both styles of response are equally creditworthy.

**Mark Band 3 ([8]–[10])**

Characterised by a sound understanding in:

- considering the different levels of and approaches to information present in the articles
- considering the impact of the target readerships and how these differences feed through to the presentation of information in each newspaper
- analysing a range of appropriate examples from both sources
- selecting an appropriate form and style of writing with information organised clearly and coherently
- using correct spelling, punctuation and grammar.

**Mark Band 2 ([5]–[7])**

Characterised by an understanding that is competent and straightforward in presenting:

- an overall grasp of the different levels of information present in the articles
- comments about the target readerships for these two types of papers and the possible effect on the level and type of information included in each
- a series of suitable, relevant examples some of which will be supported by analysis
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

**Mark Band 1 ([1]–[4])**

Characterised by some basic understanding in presenting:

- some of the broad differences in level and detail of the information present in the articles
- some general remarks about different target readerships may be offered
- some examples to support a general grasp of the main differences
- a response which may lack clarity and may contain significant grammatical, punctuation or spelling errors.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to question.

**Checklist for both articles**

Article A, the local weekly newspaper highlights the arrival of a star in town more than the actual court case.

In contrast, article B highlights the detail of the case.

- In Article A, the headline focuses on the glamour of Hollywood.
- Article B focuses on the star's crime.
- Article B's angle is more negative in pointing out that the star was held in contempt of court.
- Article A continually comes back to the fact that a major Hollywood star has arrived in town.
- Article A focuses on the fact that, despite what happened in the courtroom, the star took time to meet and greet fans outside the court.
- Article A lets readers know that a judge can detain people for interrupting his or her court.
- The detail of the contempt of court episode is almost played down in article A in favour of the magic of Hollywood.
- Article B makes no mention of the fact that a large number of fans turned up and that White spent time with them.
- Article B focuses heavily on the star's career, mentioning two of his films.
- Article B carries much more detail of the contempt of court episode, quoting what the star said to provoke the judge's anger.
- The actual speeding charge is treated as secondary in both articles.
- Article A gives detail of what happened when White was in the cells

**Credit any other valid material.**

[10]

AVAILABLE  
MARKS

- (b) **Compare and contrast** how **language and tone** is used to support each article's approach to the story.

**Candidate response time: 11 minutes**

Candidates may choose to cross-reference evidence and/or approaches from the two sources or they may treat each source separately. Both styles of response are equally creditworthy

**Mark Band 3 ([9]–[12])**

Characterised by a sound understanding in presenting:

- a clear analysis of how language develops and creates a tone that is appropriate to each type of paper
- the central differences in the desired outcomes for these two articles based on a confident recognition of the target readerships
- a perceptive use of examples to demonstrate how language has been used to achieve goals for each of these two articles
- an appropriate form and style of writing with information clearly and coherently organised
- correct spelling, punctuation and grammar.

**Mark Band 2 ([5]–[8])**

Characterised by an understanding that is competent and straightforward in presenting:

- an overall grasp of how language develops and creates a tone that is appropriate to each type of paper
- comments about the main differences in the desired outcomes for these two articles based on a recognition of the target readerships
- a series of suitable examples that show a broad understanding of how language has been used to achieve different goals for each of these two articles
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

**Mark Band 1 ([1]–[4])**

Characterised by some basic understanding of:

- the way in which language can be used to develop tone in these two papers
- the main differences in these two articles and that this is due to different target readerships
- how language has been used through an attempt to present examples some of which may be relevant and may be supported by simple content
- a suitable style of writing although response may lack clarity and may contain significant grammatical, punctuation or spelling errors.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to question.

AVAILABLE  
MARKS

**Checklist for both articles**

The writing style of the two articles differs considerably.

- Article A has a much longer word count because it offers a greater level of description.
- Article A addresses the film star as Mr White.
- Article B refers to him as White.
- Sentences in Article A are much longer than Article B therefore giving more description for the target readership and slowing the pace, reducing the sensationalised tone.
- Language in Article A is much more colloquial, less formal.
- Article B's headline is straightforward and to the point.
- Article A includes a metaphor in its headline and strapline.
- The sentence structure in Article A is much more complex, with a wider use of subordinate clauses.
- The language used in Article B is concise, for the greater part sticking to a simple sentence structure, thereby increasing the pace of the story.

**Credit any other valid material.**

[12]

22

**Section A**

**30**

AVAILABLE  
MARKS

## Section B

AVAILABLE  
MARKS

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

- 3** Consider the **news value** of the five breaking stories below for the **evening weekday news** for a **Northern Ireland regional radio bulletin.**

Select the **three** stories that would have the **best news value.**  
Give **one** reason for each choice.

**Candidate response time: 13 minutes**

Use the criteria below in conjunction with the suggested reasons which follow:  
Award [1] mark for each valid selection.  
Award marks for reasons given as follows:

[3]: to a wholly convincing explanation

[2]: to an answer that offers legitimate, if not entirely credible, explanation

[1]: to a general response that has some basic validity

**Story 1: Cash Injection For Roads** [1]

Reason: A story which will affect many areas of Northern Ireland and all road-users. Improvements to the infrastructure is good news while the potential reduction in the numbers of accidents and car insurance claims is also advantageous. An opportunity for a sound-bite from the DOENI spokesperson and/or the Minister for the Environment. [3]

**Story 2: Gorse Fire Warnings** [1]

Reason: This story is an appeal from the authorities to help ensure public safety and reduce the risk of fire outbreaks. It is an informative and educational story and will alert the audience to the potential dangers of grassland fires. [3]

**Story 4: Local Girl Set for Boston Glory** [1]

Reason: This story outlines a sporting achievement by a young Northern Ireland athlete. The story can be followed-up as the World Championships approach. Opportunities for atmos clips from the regional finals and an interview clip with Lisa Mitchell. [3]

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- 4 *Bank of UK* would like to apologise to their customers for the inconvenience of the nationwide failure of their ATM machines last week. The bank would also like to reassure customers that the error has been rectified.

**Write a 120 word press release** which will rebuild customers' confidence in the *Bank of UK's* ability to provide a secure and efficient service.

**Candidate response time: 14 minutes**

### Mark Band 3 ([10]–[13])

Characterised by the skilled development of:

- an appropriate style and format for a press release
- a statement that demonstrates an assured grasp of the required voice and tone
- clear evidence of the target audience for this statement and that they have been a key consideration in the re-formulating of the information clearly and coherently
- clear markers within the statement that emphasise the client's desire to reassure its customers and promote a favourable profile for the bank
- accurate spelling, punctuation and grammar with fluent expression that creates a succinct, commanding and persuasive statement within the word limit.

### Mark Band 2 ([5]–[9])

Characterised by a conscious and generally successful attempt to produce:

- an appropriate style and format for a press release
- a statement that demonstrates some understanding of the required voice and tone
- a text that recognises the target audience and clearly reorganises the information in the statement
- some clear markers within the statement that may emphasise the client's desire to reassure its customers and promote a favourable profile for the bank
- generally fluent expression that creates a persuasive statement close to the word limit
- generally accurate expression, although there may be some errors in spelling, punctuation and grammar.

### Mark Band 1 ([1]–[4])

Characterised by a basic attempt to:

- create a suitable format and style of writing
- adopt a tone that is appropriate for this type of statement
- present a text that is likely to be heavily reliant on the original information, which demonstrates an attempt to organise the material and has a rudimentary sense of audience
- use suitable spelling, punctuation and grammar that may contain errors.

### Mark Band 0 ([0])

Characterised by no attempt to respond to the question.

### Checklist of possible angles/approaches

Any one of the following:

- *Bank of UK's* apology and explanation for the technical problem
- *Bank of UK's* aim to be the best banking organisation. [13]

**Section B**

AVAILABLE  
MARKS

13

**25**

## Section C

AVAILABLE  
MARKS

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

- 5** As the sub-editor of a **red top tabloid newspaper** you receive the photograph and headline below from the Economics Editor .

The photograph and headline are to be used in an article about how grocery bills are continuing to rise.

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

**Candidate response time: 5 minutes**

**Mark Band 3 ([5])**

Characterised by:

- fluent sentence/question/statement which adheres to the stated word limit
- content that reinforces/enhances the direction implied by the headline
- a tone that ties in with the negative view of the economy and the cost of essentials to citizens
- accurate spelling, punctuation and grammar.

**Mark Band 2 ([3]–[4])**

Characterised by:

- straightforward sentence/question/statement that falls within the stated word limit
- content that generally implies the direction suggested by the headline
- a tone that has taken some cognisance of the negative view of the economy and the cost of essentials to citizens
- mostly accurate spelling, punctuation and grammar.

**Mark Band 1 ([1]–[2])**

Characterised by:

- a basic sentence/question/statement that may fall within the stated word limit
- content that has some loose relevance in relation to the headline
- a rudimentary attempt to use tone
- spelling, punctuation and grammar which may contain significant errors.

**Mark Band 0 ([0])**

Characterised by no attempt to answer the question.

[5]

5

- 6 You are a reporter with **Football Counts**, a monthly magazine focusing on the Northern Ireland soccer scene. You have been tasked with writing an article about the two candidates for the position of manager of Glenfield FC, winner of the FAI Cup last year.

**Your 200-word article** should focus on the most newsworthy attributes of the two candidates for the position of manager, Syd Black and James Maguire. You should base your article on the following notes and research you have accumulated about the two candidates.

**Candidate response time: 23 minutes**

### **Mark Band 3 ([14]–[20])**

Characterised by a sound and skilled development:

- writing that positively engages the target readership in a sophisticated manner, demonstrating clear evidence of an appropriate form and style of writing and an appropriate angle/direction
- consistent and sustained direction through skilled and purposeful selection of the source material
- confident journalistic structuring that exhibits a close match between audience and purpose with information organised clearly and coherently
- precision in the use of language so that writing is assured and accurate and the article will be of the required length.

### **Mark Band 2 ([7]–[13])**

Characterised by straightforward and generally effective writing:

- engaging the target readership in a straightforward manner endeavouring to develop a suitable form and style of writing and take an appropriate angle and approach
- selecting from source material to generally sustain the article's direction/angle
- demonstrating a conscious attempt at journalistic structuring to match audience and purpose with coherently organised information
- demonstrating a competent use of straightforward language with spelling, punctuation and grammar employed mainly accurately; the writing may display glimpses of liveliness and the article will be close to the required length.

### **Mark Band 1 ([1]–[6])**

Characterised by basic writing:

- some evidence of an elementary awareness of the target readership
- the article may demonstrate a basic attempt to select an appropriate form and style of writing and take an appropriate angle/direction
- a rudimentary attempt at journalistic structuring of the article to exhibit some simple sense of audience and purpose and a basic attempt to organise information
- demonstrating a very basic level of fluency and accuracy in spelling, punctuation and grammar.

### **Mark Band 0 ([0])**

Characterised by no attempt to respond to the question.

AVAILABLE  
MARKS

**Checklist: Possible direction**

- From the terraces to the boardroom for Syd Black.
- Premier league football comes to Glenfield Park.
- Knowledge of local football scene takes on professional pedigree.
- Candidates' passion for Northern Ireland football.
- Local boy Syd comes home.
- Maguire has proven record in Northern Ireland football management.
- Fans spoilt for choice.

[20]

**Section C**

**Total**

**AVAILABLE  
MARKS**

20

**25**

**80**