



General Certificate of Secondary Education
2015

Centre Number

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Candidate Number

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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



GJR11

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

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Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

Examiner Only	
Marks	Remark

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

From the list below, **select four features** that you would expect to be used in radio news.

Give **one** reason for each selection.

Offlead	Picture byline
Out Cue	Bulletin
Sidebar	Standfirst
Actuality	Voicer

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [1]

Reason _____

_____ [1]

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 bulletin**.

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.

CASH INJECTION FOR ROADS

- *The Department of Environment has announced today that £4.2 million will be invested to improve the quality of roads in Northern Ireland.*
- *Pot-holes on major and minor roads have increased “substantially since the last audit in 2012” revealed the DOENI spokesperson, and repair work of this type will be the priority.*
- *Insurance groups have welcomed the announcement and believe it will reduce the damage done to cars and the potential hazard caused by motorists trying to avoid pot-holes.*

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GORSE FIRE WARNINGS

- *The PSNI and NI Fire Brigade are asking residents in rural areas to be vigilant in the coming months about suspicious activity in areas surrounding gorse land.*
- *Gorse fires have been set maliciously in areas such as the Mourne Mountains, the Curran Strand area in Portrush and forests in County Fermanagh in recent years.*
- *The authorities also warn that campers can unwittingly cause widespread fires during the Summer when grassland is at its driest, and they urge people to behave responsibly when tending to makeshift fires.*

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FLOWER POWER

- *The Belfast International Rose Trials and Rose Week, held at Sir Thomas and Lady Dixon Park in Belfast, is hoping to attract thousands of visitors next month when it opens.*
- *Horticulturalists and gardening enthusiasts alike will be treated to spectacular displays of blooms in the world-famous grounds.*
- *The ‘jewel in the crown’ of this year’s display will feature a range of roses from the Rosa Rubignosa species.*

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LOCAL GIRL SET FOR BOSTON GLORY

- *19-year-old Lisa Mitchell from Lisburn will be part of the GB team for the 2016 World Figure Skating Championships which are to be held in Boston, USA.*
- *Earlier today, Lisa secured her place on the GB ice-skating team during a tense regional final when she took the top spot with almost perfect marks from the seven judges.*
- *Lisa has enjoyed success at junior level, coming sixth in last year’s Junior World Championship in Estonia. She said: “I’m thrilled at the prospect of heading to Boston to represent Team GB and I’m overwhelmed that all my hard work is paying off!”*

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ABIDE BY THE TIME TO AVOID COMMITTING A CRIME

- From July 1st, all City Councils in the Republic of Ireland will follow the bin collection regulations initiated by Dublin City Council in 2013.
 - Domestic bins will only be permitted to be left out after 6pm on the day before the collection; or after 5pm for commercial waste. Owners of bins who flout these rules will face a hefty fine and a potential criminal record.
 - The new protocol has been defended by the City Councils as they insist it will improve the aesthetics of urban and rural neighbourhoods.
- © CCEA

Examiner Only

Marks	Remark

Story 1 _____ [1]

Reason _____

_____ [3]

Story 2 _____ [1]

Reason _____

_____ [3]

Story 3 _____ [1]

Reason _____

_____ [3]

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

You are the Public Relations Officer for **Bank of UK**.

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.

Base the press release on the following notes made during a meeting with *Bank of UK's* Chief Executive, Paul Edwards:

- *Bank of UK* had taken the decision to upgrade its Automatic Teller Machines so that customers would be able to avail of a greater range of services.
- During the upgrade process, the ATMs experienced a temporary problem but this malfunction was corrected within 24 hours.
- The technical problem resulted in accounts being debited without issuing customers with the cash they had requested.
- Mr Edwards said that all accounts had been checked thoroughly since the incident and they currently show an accurate balance.
- Customers are invited to discuss the matter with their local Branch Manager.
- Mr Edwards offered an "unreserved apology for the inconvenience this malfunction caused our customers last week."
- He continued: "*Bank of UK* would also like to thank our loyal customers for their understanding in this matter."
- *Bank of UK* has previously won the award for 'Bank of the Year' and Mr Edwards vows to regain the title by working even harder to make *Bank of UK* the nation's number one choice for banking.

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Section C

Spend **28 minutes** answering this section.

Answer **both** questions.

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

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.

Cost of Living Crisis Continues as Supermarkets Hike Prices Again



© Denis_Dryashkin / iStock / Thinkstock

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

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.

Syd Black (44) is a former professional footballer with Manchester United.

Biographical information about Syd

Syd won a Champions League winner's medal with Manchester United under former manager, Sir Alex Ferguson.

A native of Belfast, he ended his playing career with Scottish side, Partick Thistle.

After retiring as a player, he returned to Northern Ireland and immediately became involved in local football management.

He has successfully managed a number of local intermediate clubs but now hopes to step up to senior football.

From radio interview with Joe Donnelly, chairman of the Glenfield FC Supporters' Club

"Syd has the pedigree. We're looking for a major footballing figure who has a proven track record to build on last year's success."

Face-to-face interview with Syd

"As a boy before I went across the water, I stood on the terrace at Glenfield Park. My dream as a youngster was to line out in the black and white of Glenfield some day.

"I didn't get to do that but they're the team closest to my heart and I would love, just love, to take over as manager."

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James Maguire (34) has played with Derry City FC in the League of Ireland and with Coleraine FC in the Irish League.

Biographical information about James

James is a native of Larne and enjoyed considerable success as a player until his career was cut short by a serious cruciate ligament injury at the age of 26.

After a brief spell managing his local junior side, James then managed Rockpool Celtic in the Northern Ireland Intermediate League.

Under his leadership, Rockpool have had two very successful years, winning the league on each occasion.

James has won the "Football Counts" manager of the month award on three separate occasions.

From interview with football commentator, Billy Hackaman

"I've been watching James since his days with Derry City. I think he would be a great choice as he has experience in both Northern Ireland and Republic of Ireland football and I know the Glenfield board of directors would love a good run in the Setanta Cup next year. James obviously knows Irish football inside out."

Face-to-face interview with James

"I am passionate about football and I think the time's right to step up to senior football. I've always liked Glenfield, their style of play and their supporters. I know I can deliver silverware."

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[GJR11]

THURSDAY 18 JUNE, MORNING

INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Article A

Local weekly newspaper

The Magic of Hollywood Comes to Newry

Star greets fans

The glamour of the silver screen came to Newry this week in the shape of a court appearance by Oscar winner, George White.

Mr White appeared at the city's Magistrate's Court on Tuesday charged in connection with a motoring offence on 16th February this year.

The Hollywood star, who has won the Oscar for best actor on no less than three separate occasions, stopped to sign autographs and pose with fans as he was escorted into the courthouse by his

solicitor, publicist and other staff.

There was also a dramatic turn of events during the actual hearing when Mr White had to spend four hours in the court cells after district judge, John McGara objected when the star spoke out against the proceedings. A judge has the power to detain people who interrupt his or her court.

A number of other men awaiting the Magistrate's Court hearing in the cells said the star calmed down shortly after he was brought down.

One man, who did not wish to be named, said:

"He was really angry when they brought him in at first but he calmed down after about an hour. A lot of people kept coming into him; I suppose they were his lawyers. But he even started to chat and joke with the rest of us and shouted 'Wish me luck boys' when they were taking him back up."

Mr White was found to be doing 60mph in a 30mph zone in his Merc on the day of the offence. Mr White had been on his way to Dublin airport to catch a flight back to the

States when the incident occurred.

Arresting officer, Gerry Toner, told the court that when Mr White was charged he replied: 'This is so tiresome'. The Hollywood star, who won an Oscar in the 2013 hit, 'The Prisoner,' was fined £800 and had his licence endorsed.

Outside the court, White was mobbed by well-wishers. The star spent almost half an hour signing autographs and having pictures taken before leaving.

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Article B

*National daily broadsheet/
compact newspaper*

Oscar winner in contempt

Hollywood A-lister George White was forced to spend four hours in a courthouse cell after refusing a judge's order to be quiet.

Three times Oscar winner White appeared at Newry Magistrate's Court charged with speeding.

White – star of recent blockbuster "The Lion's Pride" – repeatedly interrupted the district judge with comments about the proceedings.

On one occasion, the star shouted: "This is only happening because I'm in the public eye. This is all because some petty little jobsworth cop wants his five minutes of fame."

Following repeated warnings, district judge, John McGara found White to be in contempt of the court. He ordered that the star be detained until he apologised.

In a scene reminiscent of his 2013 film "The Prisoner," White was marshalled to the

cells by two police officers.

As he was led away, Judge McGara said: "You're not on Sunset Boulevard now son."

After four hours, White returned to the courtroom to apologise.

He said: "I apologise to the court and to yourself, Judge McGara. After thinking about this, I realise my behaviour was wrong."

White was fined £800 on the speeding charge.

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