



General Certificate of Secondary Education
2016

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

[GJR11]

THURSDAY 23 JUNE, 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	
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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 producer working on a **regional BBC radio station** to carry out.

Give **one** reason for each selection.

Write story/package lead-in for presenter	Liaise with advertising department
Assign work to camera crews	Check news package content for legal issues
Lay-out news pages	Oversee and co-ordinate live news show
Edit news packages	Employ reporters

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [1]

Reason _____

_____ [1]

Examiner Only	
Marks	Remark

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Section B

Spend **27 minutes** answering this section.

Answer **both** questions.

3 Spend **13 minutes** on this question.

Assess 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.

NI's Inaugural Spud Comp

- *Potato packaging firm McNoy's have joined forces with Taunton's Bakery to sponsor the first potato bread eating competition in Northern Ireland.*
- *Local heats will be held throughout the month of May and the final will take place in Belfast City Hall on Saturday June 25th.*
- *The sponsors are hoping to find home-grown talent as well as attracting World Eating Champions such as Jimmy "Jaws" Dawson and Lisbeth "Tank" Turner.*

Birds are Oil-right Now

- *A spokesperson for the NISPB (Northern Ireland Society for the Protection of Birds) has reassured the public that the bird life around Belfast docks has not been harmed following the recent oil spill from a Canadian tanker.*
- *The Canadian vessel leaked the equivalent of one hundred barrels into Belfast Harbour in March and the clean-up operation took three weeks to counteract the pollution.*
- *It was originally feared that birds would suffer long-term consequences but the spokesperson for the NISPB confirmed that there had been minimal impact on the birds.*

University Fees Set to Double

- *Plans to increase the cost of university courses in Northern Ireland from September 2017 have been announced this afternoon.*
- *Studying in NI had been considered the "cheaper option" by many students across the UK since tuition fees were introduced in 1998 but now average fees will increase from £4000 per year to £8000 per year.*
- *The Students' Union is furious as such a hike in cost will impact on NI students, especially as many of those affected are currently sitting their AS Level examinations, and are planning a series of protests in response.*

Security Alert Declared Safe

- *The PSNI has confirmed that the suspicious device found at a children's playground in Coleraine this morning was simply a discarded tin.*
- *A member of the public reported the object at 10am this morning. Two neighbouring housing estates were evacuated as a precaution and four roads in Coleraine were closed while it was investigated.*
- *Mother of three, Yvette Simons, said: "I'm relieved that it was nothing serious but my kids are hungry, cold and tired".*

Class Sizes Largest in Europe

- *Further budget cuts could mean fewer teachers and larger classes in both primary and post-primary schools.*
- *Northern Ireland already has the highest ratio of teacher to pupils in Europe and teaching unions fear this afternoon’s announcement to reduce the budget to education will negatively impact on NI’s education system.*
- *Joan Sidwell, principal of Mildbank School in North Belfast, said: “Surely our politicians need to invest in our schools, our teachers and, most importantly, our pupils. The pupils are our future.”*

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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 **NI Rail**, a private company that provides train transport in Northern Ireland.

NI Rail are opening their state-of-the-art railway control centre in Lisburn.

Write a 120-word press release which will announce the opening of this new control centre.

Base the press release on the following notes made during a meeting with the Managing Director of *NI Rail*, Julia Penbrook, and John Whitaker, the Minister for Transport:

- The railway control centre in Lisburn will improve the train experience of millions of passengers.
- The control centre cost £8.6 million to complete. However, it boasts satellite technology which will make signalling more efficient. Work on the project began in March 2014.
- MP, John Whitaker, said: “It is an honour to open *NI Rail*’s new operational centre. It is one of the largest in the UK and will not only improve the transport infrastructure of Northern Ireland but it has also provided an employment boost too as over 150 people have been recruited to staff this impressive new facility.”
- New train routes across Northern Ireland have also been announced. The operational centre has the ability to co-ordinate 15 different train routes and so services have been extended to include services to Dublin, Wicklow and Cork in the Republic of Ireland.
- Julia Penbrook said: “Train services across Northern Ireland will be more frequent, more reliable and speedier than ever before. We believe our customers deserve the best. Our trains are of the highest quality and now this new centre in Lisburn will provide our customers with an incredible opportunity to commute with confidence. They can be confident that their journey time will be reduced and that, whatever the weather, *NI Rail* will get them to where they need to be.”
- Fare prices will remain fixed until 2017. An adult ticket from Belfast to Newry costs just £18.75.

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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 **regional daily newspaper** you receive the photograph and headline below from the News Editor.

The photograph and headline are to be used in an article about Bank Holiday traffic jams.

Write a 15–25 word caption for the photograph.

‘Bank Holiday Horror’ as thousands are trapped in traffic jams



© chat9780 / iStock / Thinkstock

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

You are a reporter with **Business Monthly**, a monthly Northern Ireland business magazine. You have been assigned to write a preview of the Business Person of the Year award.

Your 200-word article should focus on the most newsworthy attributes of the two candidates shortlisted for the award, Mary Newton and James Dalton.

You should base your article on the following notes and research.

Mary Newton is founder and managing director of “Bags of Taste,” a chain of stores selling high-end handbags.

Biographical information about Mary Newton on the Bags of Taste website:

Married with two children, Mary Newton is 46 years old and originally from County Tyrone. She opened her first store in Omagh at the age of 22 after leaving the University of Ulster where she studied art.

She now has four stores in Omagh, Derry, Belfast and Coleraine employing 24 staff.

Mary lists her hobbies as golf, keep-fit and hill walking.

Information obtained from an interview with Mary Newton published previously in Business Monthly:

“We had a very good season in the 2014/15 financial year with pre-tax profits of £1.2 million. That allowed us to open the new Coleraine store.

“I put our success down to market awareness and quality staff.”

Face-to-face interview with Mary Newton:

“Over the last 24 years, we’ve had phenomenal success but if you’re not moving forward in business, you’re falling behind. With that in mind, our next aim is to expand into the market in Britain and we intend to open a store in Liverpool early in 2017.”

James Dalton is managing director of SuperSeal, which makes plastic containers for the pre-packed food industry.

Biographical information from SuperSeal’s website:

After gaining a first in his economics degree at Queen’s, James Dalton, aged 41, started work at SuperSeal which was founded by his father, John in 1984 in Belfast.

Since becoming managing director in 2011, he has expanded the company into markets across the UK, Republic of Ireland and throughout the EU. The company now employs 148 people at factories in Belfast and Lisburn.

Married with three children, his hobbies include hurling and choral music.

Interviewed recently on a television business show, James Dalton said:

“We’ve managed to ride the crest of the convenience food wave and the company’s now worth an estimated £2.9 million. My business philosophy is simple: always meet the customer’s demand at all costs.”

Face-to-face interview with James Dalton:

“I suppose I took over the family firm at a relatively young age but that spurred me on as I wanted to pay back my dad’s faith in me. No matter how small the business decision I make, I always think John Dalton’s looking over my shoulder.”

THIS IS THE END OF THE QUESTION PAPER

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Rewarding Learning

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2016

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[GJR11]

THURSDAY 23 JUNE, MORNING

INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Ban sports parties call as player suffers broken nose

Article A

Local weekly newspaper

North Coast Council is being urged to ban sports team parties from the village of Northgate after rival gangs of girls took part in a drunken, pitched battle.

Two ladies' hockey teams from Belfast fought for twenty minutes in the County Antrim village before police managed to bring the situation under control.

In a spree of violence and damage, shop windows were broken and the village bakery was wrecked. A number of young women were treated for scratches and bruises while one of the players suffered a broken nose.

The rival teams were in Northgate as part of an end of season night out. The fight broke out around two hours after the ladies arrived in Northgate and started drinking in the village's Central Bar. It is not known what sparked the row.

Head of Northgate Women's Institute, Mrs Victoria Walmsley-Haughton, who witnessed the fight, said she'd never seen anything like it in her life.

"I saw one young woman – I think she was one of the team captains – with blood pumping from her nose and tears running down her face. There were others shouting and fighting on the street and there appeared to be a bun fight from the bakery because cakes were flying everywhere. It certainly wasn't lady-like," Mrs Walmsley-Haughton said.

The Women's Institute president called for sports team parties to be banned from Northgate which has become a particular favourite destination with Belfast revellers.

However, independent councillor, Jeremiah Coulson cautioned against an outright ban.

Mr Coulson said: "I know things were very bad but this village needs tourism. We must ensure that, despite what happened, the message goes out that Northgate is open for business.

"However, we must put strict rules in place to ensure there's no repeat of these scenes," he said.

A PSNI spokesman said a number of young women were expected to be charged with public order offences.

Police are expected to submit a full report when the incident is discussed at next week's meeting of North Coast Council.

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Article B
Online Red Top Tabloid

Bap fight on street as jolly hockey sticks clash

“What would their mothers think?” asks Women’s Institute boss

Sleepy Northgate has been left counting the cost of a bloody battle between rival women’s sports clubs in the County Antrim village.

Horrified villagers looked on as one lady suffered a broken nose and windows in local shops were broken by rival ladies’ hockey clubs.

Women’s Institute boss Vicky Walmsley-Haughton couldn’t believe what she was witnessing. Walmsley-Haughton is now leading a campaign to have sports club parties banned from the village, popular with weekend visitors from Belfast.

At the height of the Clash of the Clubs, eye-witnesses reported:

- Nine individual fights
- Women punching each other
- Biting and kicking
- Girls being dragged by their hair.

The drunken revellers also raided the village bakery, threatening staff, before an all-out bap fight broke out on Northgate village green.

“They were pulling each other’s hair out in clumps; many of them were bleeding and I’ve never heard such language. We certainly won’t accept this in Northgate. What would their mothers think?” Walmsley-Haughton said.

But village councillor Jerry Coulson warned a ban on hockey or any other sports clubs would send out the wrong message.

“No small village can afford to turn visitors away. We just have to learn to manage such parties; they are vital to Northgate’s economy,” the independent councillor said.

Should Northgate ban horror hockey parties? Tell us what you think at:
www.redtopabloid.co.uk

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