



Rewarding Learning

**General Certificate of Secondary Education
2017**

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

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

[GJR11]

THURSDAY 15 JUNE, MORNING

**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

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

- 1 From the list below, **select four duties** that you would expect a sub-editor working on a **regional daily newspaper** to carry out.

Give one reason for each selection.

Candidate response time: 5 minutes.

Example 1 Check for legal and ethical issues in journalists' copy [1]

Reason: A sub-editor must read through journalists' stories to check that they do not break the law or breach ethical codes. This is one of the checks and balances carried out by a regional newspaper. [1]

Example 2 Edit journalists' copy [1]

Reason: A sub-editor must ensure that journalists' copy is accurate in grammar and spelling. [1]

Example 3 Lay out pages [1]

Reason: A sub-editor is given a list of stories, photographs, advertisements and other features for the page he/she is working on. They must then lay the page out in preparation for printing. [1]

Example 4 Ensure journalists' stories adhere to the newspaper's house style [1]

Reason: Every newspaper has its own policies on how to address particular issues and how to present particular stories. It is up to the sub-editor (as well as the news editor) to ensure journalists' stories are presented in a way which adheres to such policies. [1]

AVAILABLE
MARKS

8

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

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 article
- 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 articles 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.

AVAILABLE
MARKS

Checklist for both articles

Article A is typical of a local weekly newspaper, focusing on the glamour of the occasion and the relevance to the local community.

By contrast Article B adopts a different angle, focusing on the negative side of the security at the wedding.

- Article A focuses on the wedding and glamour as the main issues.
- Article A provides much more detail about the groom and his background.
- Article A reveals Lord Hartley was educated at Eton.
- Article A focuses on the positive aspects and omits the complaint by a local man about the disruption.
- Article A carries comments about how beautiful the bride and her bridesmaids looked and how handsome the groom and best man looked.
- Article B mentions the wedding in passing, basing its secondary angle around the celebrity couple and their relationship.
- Article B hints that the security firm may have been brought in to guard the financial deal with “Fine Living” magazine.
- Article B uses little of the positive comments by family friend, Olivia McGlone, focusing rather on the negative comments of local man, Shane Gallagher.
- Article B uses the derogatory description by Shane Gallagher of the wedding as a “circus”.
- Article A does not mention any clash between photographers and security guards while Article B does, even though the trouble is just reported and not substantiated. This implies Article B’s unfavourable view of the couple.

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 article
- 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 article
- 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 the two articles
- the main differences in the 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 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.

AVAILABLE
MARKS

Checklist for both articles

From the outset, Article A (the local weekly newspaper), uses language to set a tone of affection for the bride and respect for her groom.

- In the headline Article A uses the name of the local village, thereby targeting local readers.
- The headline in Article A also uses the cliché “silver screen” and the rather old fashioned “nuptials,” which would find favour with older people who would normally obtain local news from their weekly newspaper.
- By contrast Article B immediately sets the negative tone by using the slang term “Toff” in the headline as well as the slang phrase “ties the knot”.
- Article B employs emotive language (e.g. “furious”, “fuming”) to reinforce the negative tone.
- Article A gives Lord Hartley, Ms Ryan and Olivia McGlone their full titles.
- Article B repeatedly uses informal words and phrases such as “A-lister,” “celeb”, “bash” and “popped the question”.
- By describing the honeymoon as an “exclusive” tour of Kenya, Article B implies that the newly-wed couple are elitist.
- Article B is happy to use a sexist term when describing Ms Ryan as “hot property,” thereby targeting the young male readership of red top tabloids.
- Article A describes Ms Ryan as an “actress” rather than the more modern non-gender “actor,” in keeping with the more traditional, older target readership.

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** Assess the **news value** of the five breaking stories below for the **evening weekday news** for a **national television 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 marks: to a wholly convincing explanation

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

1 mark: to a general response that has some basic validity

Story 1: Sinkhole Phenomenon [1]

Reason: An unusual story which could have been catastrophic had the M65 been affected. The warning of reinforcement implies huge cost to the tax payer. There are opportunities to show shots of the sinkhole, interviews with the geologists and vox pops with drivers who use the motorway. [3]

Story 3: Government Plans to Improve Recycling [1]

Reason: This story illustrates an important environmental issue and has been announced by a key figure (a cabinet minister). The location of a primary school and the child-centred competition presents opportunities for interviews with the minister, teachers and pupils. [3]

Story 4: World Champion in Hospital [1]

Reason: This story focuses on a high profile sporting hero. Dramatic stock footage of the 2015 races could be presented along with images of the well-wishers outside the hospital. There is also the opportunity to include soundbites from other riders and/or sports commentators. [3]

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4 You are the Public Relations Officer for *Tasty Foods Company*.

Tasty Foods Company distribute a wide variety of dried fruits and nuts to retailers across the UK. After routine tests the Food Standards Agency alerted *Tasty Foods Company* to a labelling problem with their dried prunes and instructed the company to recall all of the produce from the affected batch.

Write a 120-word press release which informs customers of the problem.

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 inform their customers of the problem and reassure customers of the quality products they distribute
- 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 inform their customers of the problem and reassure customers of the quality products they distribute
- 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.

[13]

13

Checklist of possible angles/approaches

Any one of the following:

- Speedy and honest information relayed to customers shows the company's responsible attitude
- The company's aim to provide the highest quality produce
- Apology for the labelling error

Section B

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 **national quality newspaper** you receive the photograph and headline below from the Entertainment and Lifestyle Editor.

The photograph and headline are to be used in an article about a festival celebrating London's wide range of cultures.

Write a 15–25 word caption for the photograph.

Candidate response time: 5 minutes

Mark Band 3 ([5])

Characterised by:

- a 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 positive view of multiculturalism inherent in the headline and image
- accurate spelling, punctuation and grammar.

Mark Band 2 ([3]–[4])

Characterised by:

- a 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 positive view of multiculturalism inherent in the headline and image
- 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 **The Northern Herald**, a Northern Ireland regional daily newspaper. You have been assigned to write an article on a debate over plans to ban the sale of high energy drinks.

Your 200-word article should focus on the key issues raised by Pete Diamond who is supporting the ban and Anthony Lockhart who is opposing it.

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

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

- Clash of former team mates
- Clash of leading teachers
- Clash of Lions
- Sport versus Education
- Impact of high energy drinks on young people
- High energy drinks help athletes.

	AVAILABLE MARKS
[20]	20
Section C	25
Total	80