



General Certificate of Secondary Education
2017

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 15 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 | |
|--------------------|--|

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** that you would expect a sub-editor working on a **regional daily newspaper** to carry out.

Give **one** reason for each selection.

| | |
|--|---|
| Hire and fire journalists | Lay out pages |
| Edit journalists' copy | Check for legal and ethical issues in journalists' copy |
| Assign work to journalists | Draw up advertising slogans for the marketing department |
| Manage photographers' expense accounts | Ensure journalists' stories adhere to the newspaper's house style |

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [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.

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.

Below are the notes you have made about each story.

Sinkhole Phenomenon

- *A sinkhole has appeared this afternoon in a field in Lancashire. The sinkhole is almost 8 metres in diameter.*
- *The site of the potentially devastating crater is just 500 metres from the busy M65 motorway which links major towns and cities in the north east of England.*
- *Although there were no casualties, geologists are investigating the soil erosion in the area and warn that underground reinforcement and drainage may be needed to ensure the M65 is not affected in the future.*

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Tea Crisis

- *Experts are warning of a global tea shortage because of a number of failed crops in key tea-producing countries such as India and Sri Lanka.*
- *A series of dry autumns have reduced the volume of tea leaves being harvested and supply cannot meet the worldwide demand.*
- *Stock markets in the US and UK have seen the price of tea double in the last year and producers are passing the increase on to consumers.*

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Government Plans to Improve Recycling

- *The Secretary of State for Environment, Food and Rural Affairs has announced a new recycling initiative today to help combat the 177 million tonnes of waste which is produced each year nationwide.*
- *During a visit to a primary school in Cambridge, Secretary Wilson revealed the government's target to reduce the UK's waste by 20% in the next four years through a major investment in recycling.*
- *Part of the initiative is to invite all primary school children in England and Wales to design a new recycling logo. The winning design will feature in a print and television advertising campaign.*

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World Champion in Hospital

- *Motorbike World Champion Felipe Marouso is in a 'critical but stable condition' in hospital this evening after crashing his bike during pre-season testing.*
- *The 27-year-old joined the Pantaki race team in 2015 and had a record-breaking series of wins to secure the rider and manufacturing championships.*
- *Fans of motorcycling have already flocked to the hospital in Tokyo where Marouso underwent surgery this afternoon.*

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

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

Tasty Foods Company distributes 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.

Base the press release on the following notes made during a meeting with the Managing Director Keith Allen:

- The Food Standards Agency confirmed yesterday that there was an inaccurate label on the dried prunes (550g) which *Tasty Foods Company* distributes.
- All dried fruits require a preservative and *Tasty Foods Company*, like many companies, use sulphur dioxide to prolong the shelf-life of their products.
- The affected crates of dried prunes were shipped from California and distributed to retailers in the week beginning 8th May 2017.
- The 550g packets of dried prunes contain a slightly higher level of sulphur dioxide than indicated on the packaging and *Tasty Foods Company* has informed all retailers to remove this batch from their shelves as a precaution.
- Customers are also invited to return the product to our headquarters in Birmingham (Bemel Business Park, Birmingham, BH2 9BM) and *Tasty Foods Company* will reimburse the unit price and postage and packaging costs.
- In a small number of cases sulphur dioxide, or sulphite, can cause an allergic reaction to those who suffer with asthma or who have sulphite sensitivity.
- No other products distributed by *Tasty Foods Company* have been affected.
- Keith Allen said: “At *Tasty Foods Company* we pride ourselves on bringing delicious dried food products from around the world to our UK customers and we have won a number of awards for our raisins and dried apricots in the past. We would like to apologise for the inconvenience this labelling error may have caused our customers. *Tasty Foods Company* is working quickly to ensure that all our products are of the highest possible standard because that’s what our customers deserve.”

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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 **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.

Londoners embrace the diversity of our culture



© lilly3 / iStock / Thinkstock

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

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.

Pete Diamond is headmaster at St Jeremiah's College in County Antrim.

Information about Pete Diamond from the school website

A former Ireland rugby international, Pete Diamond was scrum-half in the same Ireland team as Anthony Lockhart.

Considered one of the most intelligent ball players of his era, he captained Ireland and the Lions.

Since leaving competitive rugby, Diamond has devoted his time to teaching and to sports science. He has been headmaster at St Jeremiah's for the past five years.

Information obtained from a lecture delivered by Pete Diamond at the annual Northern Ireland amateur sports awards in 2016

"Ask any athlete which is the best way to rehydrate either during or after competition and they'll tell you it's water. Simple as that."

Face-to-face interview with Pete Diamond

"I've spent a life time in sport and working with young people. All high energy sports drinks do is make youngsters hyperactive.

"They're really just a way of making money. Drinks companies realise they can't make money from water."

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Anthony Lockhart is head of PE at Ballywand Grammar in County Down.

Biographical information from the school website

On the same Ireland international rugby team as Pete Diamond, Anthony Lockhart was a forward and played for Ireland 30 times.

At 6ft 6ins, he was affectionately known as "The Force" by his team mates because of his incredible strength and speed. Like Pete Diamond, he also played with the Lions.

Since leaving competitive rugby, he has been involved as a coach with the Ireland Under-19s. He has been head of PE at Ballywand for the past seven years.

In an article in Rugby Ireland magazine, Anthony Lockhart said:

"I know that after a hard training session, there was nothing I liked more than a long chilled drink of Sporting Thirst (a high energy sports drink). Not only did it replenish body fluids but it gave me a much needed burst of energy."

Face-to-face interview with Anthony Lockhart

"I certainly see nothing wrong with high energy sports drinks. As well as rehydrating the body, they also replace much needed body salts.

"Even during a game of rugby, I'd be telling our boys to use them as they can give that burst of energy at crucial times. The science proves they are ok."

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[GJR11]

THURSDAY 15 JUNE, MORNING

INSERT

INSERT FOR USE WITH QUESTION 2

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Article A

*Northern Ireland local
weekly newspaper*

Glamour of silver screen at Ballyderry nuptials

Ballyderry became the home of the silver screen last week as some of the best known names in the world of film attended the society wedding of local actress, Samantha Ryan and her new husband, Lord Tristram Hartley.

Ms Ryan, star of the Oscar-nominated “A Flight to France,” was greeted by former neighbours when she arrived at St Patrick’s Church of Ireland church in the County Tyrone village.

Close family friend, Olivia McGlone said Ms Ryan had insisted on a traditional family wedding.

Ms McGlone said: “A lot of people thought the wedding would have been at Lord

Tristram’s family estate in Yorkshire but Samantha wanted to follow the tradition of being married in the bride’s home village.”

Lord Tristram – who bears the full title Lord Hartley, the tenth earl Hartley – met Ms Ryan when he visited the set of her first major film “A Step Too Far” in New York two years ago.

Throughout the morning of the wedding, helicopters brought in A-listers from the world of film. While the guest list was kept a tight secret, it is understood Ms Ryan’s co-star, Greg Duffy attended as well as Scott Childs who starred in “The Cabinet Secret.”

Security was tight at St Patrick’s with local well-

wishers held back by a private security firm. The same firm was employed at the Addington Lodge hotel where the newly-weds celebrated their nuptials.

Ms McGlone said local people understood the need for the security.

“At the end of the day, Sam didn’t want the media taking over. I know she won’t mind me saying she looked stunning along with her sisters, Jessica and Poppy, who were bridesmaids.

“Lord Tristram and his best man, Jack Beasley, his friend from Eton (public school), both looked very handsome,” she said.

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Article B

*National red top
tabloid newspaper*

Locals furious as Toff ties the knot

People in Ballyderry in Tyrone are fuming over the behaviour of security guards at the nuptials of Hollywood A-lister, Sam Ryan and Lord Tristram Hartley.

News crews and journalists were kept back from the church and from the five-star Addington Lodge amid claims the Toff and his celeb bride did a deal with society magazine, "Fine Living." Ryan has been hot property in Hollywood following the success of Oscar-nominated "A Flight to France."

A fleet of helicopters filled the skies over Ballyderry bringing in the couple's showbiz friends including movie stars, Greg Duffy and Scott Childs.

Lord Hartley met Ballyderry woman Ryan in New York in 2015. Following a whirl-wind romance, he popped the question at the top of the Empire State Building.

There was speculation the wedding would be at Hartley's estate in Yorkshire. However, Ryan's family friend, Olivia McGlone revealed the actor insisted on following tradition by having the ceremony in her home village.

The huge security operation found little favour in Ballyderry. Local man, Shane Gallagher said people were furious.

"We weren't able to walk down our own street without security guards stopping us. If Sam Ryan and her family had any regard for their neighbours, they would have had this circus in his backyard rather than disrupting us."

There were also unconfirmed reports of security guards clashing with photographers at the wedding bash.

Hartley and his new wife later embarked on an exclusive tour of Kenya.

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