



Rewarding Learning

**General Certificate of Secondary Education
2018**

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

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

[GJR11]

FRIDAY 25 MAY, 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

AVAILABLE
MARKS

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

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

Give one reason for each selection.

Candidate response time: 5 minutes.

Example 1 – Decide on story selection [1]

Reason: As the person responsible for ensuring a newspaper meets the needs of its target readership, the editor-in-chief has ultimate say on which news events should be covered. He or she will also bring their experience and news sense to bear in any such decision. [1]

Example 2 – Hire and fire reporters [1]

Reason: While the recruitment and interview process may be undertaken by other staff the ultimate decision on the appointment of a reporter to a newspaper staff lies with the editor-in-chief as the head of the editorial department. [1]

Example 3 – Liaise with the newspaper's chief executive on major news issues [1]

Reason: As the person responsible for the overall direction of the newspaper, an editor-in-chief must work closely with the owners of the publication (board of directors, chief executive) to ensure that their wishes filter through to all levels of the editorial department. [1]

Example 4 – Rule on ethical and legal issues in news stories [1]

Reason: A newspaper editor-in-chief is always a very experienced journalist with a wide knowledge of the legal and ethical issues which affect journalism. As such it falls to him or her to make a final decision on whether or not the content of a story breaks ethical codes of journalism law. [1]

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- 2 (a) **Compare and contrast** how the online regional compact daily 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 an online regional daily compact newspaper. It presents the main facts of the story in a concise manner while Article B, the red top tabloid highlights the emotional and sensational aspects of the rescue.

- Article A focuses on the story of the rescue.
- Article A foregrounds Mrs Stewart’s call for an award for Seamus Deery.
- Article A deals mostly with the fear felt by Mrs Stewart.
- Article A does not include any quotations from Mr Deery but does include an image of him as is the convention in online articles.
- The online regional daily compact newspaper focuses on the human interest side of the story, i.e., how Mrs Stewart felt.
- Article A fails to include any direct speech from Mrs Stewart’s daughter, Rose.
- The compact article gives the facts of the rescue, without trying to manipulate the reader’s emotions.
- Article B highlights the almost “certain death” of the mother and daughter to enhance the drama of the story.
- Rather than use the full quotation from Mrs Stewart, Article B edits it to focus on her terror with “When the water was just up to my ankles...”
- Article B offers more details about Seamus Deery, portraying him as a reluctant and modest hero.
- The red top tabloid aims to elicit an emotional response from the readers by using the heartfelt quotation from Rose: “He’ll always be my hero.”
- From the opening par of Article B, the focus of the story is not Mary and Rose, but the heroic actions of their rescuer.
- Article B provides more details of Seamus Deery’s background.
- Article B gives more emphasis to the task faced by Seamus Deery, including the fact that he had to face 30 ft waves.
- Article B regularly reminds the reader that Mrs Stewart and her daughter were in a “life-and-death” situation.

Credit any other valid material.

[10]

AVAILABLE
MARKS

- (b) **Compare and contrast** how **language and tone** are 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 errors in grammar, punctuation or spelling.

Mark Band 0 ([0])

Characterised by no attempt to respond to question.

AVAILABLE
MARKS

Checklist for both articles

From the outset, Article A (the online daily compact), uses straightforward language with no attempt to present a dramatic tone as in Article B.

- Article A uses straightforward diction in the headline.
- By using the noun “hero” in the headline, Article B immediately presents Seamus Deery as someone to be admired.
- By addressing Seamus Deery merely as “Seamus” in the headline, Article B (the red top tabloid) establishes a link between him and the reader.
- The admiration for Seamus Deery is promoted with phrases such as “Real life hero” and “braved” in the intro in Article B.
- Article A uses non-dramatic language to provide the facts of the story while leaving any decision on whether or not Seamus Deery should receive an award to the individual reader.
- Throughout Article A, the protagonists are given formal titles – Mr Deery and Mrs Stewart – giving the story a more formal tone.
- By using the protagonists’ first names, Article B appeals to its target readership, adopting a more familiar tone.
- By referring to Rose as “Rosie” Article B creates an image of a more vulnerable nine-year-old than that presented in Article A.
- In using the phrase “swept Mary up into his arms,” Article B introduces an almost romantic element to the rescue, presenting Deery as an archetypal storybook hero, thereby adding to the dramatic tone.
- The use of alliteration in Article B’s headline “Sligo hero Seamus saves mum...” sets a dramatic tone to the story from the start.

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 **morning weekday news** for a **Northern Ireland regional 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 3: City of Derry Airport at a standstill [1]

Reason: A travel story which could impact on a significant number of the target audience. There are opportunities to interview key personnel at the airport and frustrated passengers/those waiting for passengers due to arrive. Library footage of flights or a timetable of flights affected could also be shown. [3]

Story 4: Television Hazard [1]

Reason: This story has an important public service message and could help prevent further tragedy. There are opportunities for interviews with a Trading Standards/Vision21 representative; stock footage of the model at the centre of the recall; clips of the house fires from across the UK; vox pops from concerned customers. [3]

Story 5: Bug hits German camp [1]

Reason: This story focuses on a high profile sporting team as they prepare for an illustrious soccer campaign. There are opportunities to show footage of the team in qualifying matches; interview with the team doctor; soundbites/reaction from soccer fans/commentators. [3]

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4 You are the Public Relations Officer for *Helping Hand*.

Helping Hand is a Northern Ireland charity which aims to help homeless people. It is organising its first charity 'sleep out' to help raise funds and awareness about homelessness in Northern Ireland.

Write a 120-word press release appealing for support.

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 raise awareness about homelessness in NI and recruit participants for the 'sleep out'
- 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 raise awareness about homelessness in NI and recruit participants for the 'sleep out'
- 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:

- 50th Anniversary for homeless charity marked by a public 'sleep out'.
- Startling figures of homelessness in Northern Ireland.
- Families, work colleagues, students or individuals may participate.

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

The photograph and headline are to be used in an article about the effects of last night's stormy weather.

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 serious view 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 serious view 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 **Rock 'n' Roll**, a national monthly music magazine. Your editor has asked you to write an article about the forthcoming marriage of two icons of modern music, American country singer, Lady Lou and rock guitarist and rock and roll bad boy, Pete White. The couple are due to marry in London during the summer.

Your **200-word article** should focus on the backgrounds of the two music stars, their views and how they met.

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

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

- Rock bad boy tamed by first lady of American country.
- Match made in music heaven.
- Fans invited to suggest title of new love song.
- Pete White marries woman he fought band member over.
- Transformed Pete White is a true romantic.
- Love conquers rock and roll lifestyle.

[20]

Section C**Total****AVAILABLE
MARKS**

20

25**80**