



General Certificate of Secondary Education
2018

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]

FRIDAY 25 MAY, 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** that you would expect the **editor-in-chief** working on a **regional daily newspaper** to carry out.

Give **one** reason for each selection.

Decide on story selection	Liaise with the newspaper's chief executive on major news issues
Sell advertising space	Lay out pages
Hire and fire reporters	Rule on ethical and legal issues in news stories
Organise interviews for news packages	Read news bulletins

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 **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.

Below are the notes you have made about each story.

1. Roadworks Continue on the M1

- *Commuters are still facing delays as the roadworks between junction 8 (Sprucefield) and junction 12 (Craigavon) continue.*
- *The re-surfacing work began in April and is due to be completed in October. The company responsible for the work believe the October deadline is still realistic.*
- *NI Roadwatch are advising motorists to seek alternative routes if possible, and to allow extra time for their journey.*

2. Oscar Potential

- *The agent for Manchester-born Kimberley Staith has revealed that he believes she will be nominated for her role as Wendy in the box office hit Crossroads.*
- *Staith's agent told Australian chat show host Bryan Austin that "there was even Oscar buzz" about the actress' performance. Agent, Mackenzie Black, was full of praise for Kimberley's tear-jerking portrayal.*
- *Nominations for the 91st Academy Awards will be announced in January.*

3. City of Derry Airport at a standstill

- *Flights to and from City of Derry airport have been cancelled due to a power outage this morning. The City of Derry airport has nearly 3 million passengers per year.*
- *The Commercial and Marketing Manager confirmed that the decision to cancel flights was in the best interests of travellers as the back-up generator failed to provide enough power for essential services such as communication systems.*
- *Engineers are currently working to ensure that the power supply is re-established and it is believed the flight schedule will be operational by this afternoon.*

4. Television Hazard

- *Trading Standards have issued an immediate recall of Vision21 HD televisions following a series of reports that the units have caught fire.*
- *The manufacturing company have also responded by urging those who have purchased model KT106577 which went on sale at Christmas to immediately unplug their television and contact their helpline on 0800 200 100 for further information.*
- *It is believed that eight house fires in the UK have been linked to this model. 4,000 of the Vision21 HD televisions have been sold in Northern Ireland.*

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

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.

Base the press release on the following notes made during a meeting with the charity's Chief Executive Alice Aitken:

- *Helping Hand* charity was founded in 1968. It originally helped homeless people in Belfast but now offers food and shelter in a number of towns and cities across Northern Ireland.
- *Helping Hand* relies on donations from the public and regularly holds fundraising events.
- On Thursday 5th July, the charity plans to hold a 24-hour 'sleep out' in four locations: Belfast, Lisburn, Newry and Coleraine.
- *Helping Hand* is urging people to participate by 'sleeping out' and gathering sponsor money.
- Anyone over the age of 18 may apply for a fundraising pack and further details at *Helping Hand's* headquarters or its Facebook page. Students and under-18s may also participate but parental consent is required. *Helping Hand* will provide tents so that families can also take part.
- Last year, over 15,000 people in Northern Ireland were categorised as homeless and many were forced to sleep in shop doorways or on park benches.
- Alice Aitken said: "The plight of Northern Ireland's homeless people is often overlooked. We need to recognise that homelessness can happen to any of us. One in twenty people surveyed in 2017 said they had no option but to sleep outdoors for at least one night. *Helping Hand* tries to minimise the number of homeless people who have nowhere to turn. With this 'sleep out' we hope to raise £40,000 – that's how much it costs for our volunteers to provide hot drinks and food for those most in need for just one year. But of course, we also hope that this initiative will inspire the people of Northern Ireland to help the homeless in any way they can."
- Businesses that would like to offer sponsorship or nominate a team to 'sleep out' should also contact *Helping Hand*.

Section C

Spend **28 minutes** answering this section.

Answer **both** questions.

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

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.

LIGHTNING STRIKES CAUSE HAVOC



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

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.

Lady Lou (34) is a solo American country singer.

Biographical information about Lady Lou

A native of Wyoming, Lady Lou first found fame as a singer with the all-girl country and western outfit "The Good Ol' Gals."

Her first solo breakthrough hit was with her rendition of the Dolly Parton classic "*I Will Always Love You*". The hit topped the American Country charts for three successive weeks.

In the last three years, she has had four number one mainstream hits in the US, UK and Ireland. Her "*I've No Friends Down There*" is one of the biggest selling American Country hits of all time.

Lady Lou headlined Glastonbury last year and has sold out three Croke Park dates in Dublin for this summer.

From radio interview with Lady Lou's manager, Ger Lovit.

"From our first meeting, I knew Lady Lou had the voice and the presence to be the global star she has become. She certainly is the first lady of music."

Face-to-face interview with Lady Lou

"I met Pete backstage at the Golden Voice awards a few years back and it was love at first sight. Most people think we're too different for it to work but we're perfect for each other. It's kinda romantic and his bad boy days are behind him. He's kinda cute too, don't you think?"

Pete White (36) is lead guitarist and vocalist with rock group "RiverRun."

Biographical information about Pete

From London, Pete is considered one of the greatest song writers of his generation. His "*Lovin' You*" – written for Lady Lou – has become one of the greatest rock anthems of all time.

He had a reputation for living the rock and roll life-style but has calmed down since meeting Lady Lou and friends say he is a transformed character.

However, he punched fellow "RiverRun" member, Johnny Sticks for calling his fiancée Lady Toilet live on stage. The row almost split the band.

From interview with music commentator, Annie Moneyman.

"There's no doubt about it, Pete White is off the market. He's a changed man since he met Lady Lou. It has also added a new dimension to his music - more emotional."

Face-to-face interview with Pete

"I know people don't give us a chance and the knives are out for us but Lou and I have something special, something I have never had in a relationship before and we ain't going to let it go.

"I can't wait until August and our big day. I'm totally besotted with her and I know she feels the same. Who knows, maybe we'll bring out a combined rock and American country hit. Now wouldn't that be something to hear! Maybe the fans could come up with a title."

THIS IS THE END OF THE QUESTION PAPER

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Rewarding Learning

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[GJR11]

FRIDAY 25 MAY, MORNING

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

Insert for use with Question 2

Article A

Online regional compact
daily newspaper

Mother calls for bravery award for rescuer

There have been calls for the courage of a Sligo man who rescued a mother and daughter from a sea cave to be recognised.

Seamus Deery (24) climbed down a 100ft cliff on the North Coast to rescue mother and daughter, Mary and Rose Stewart, after they became trapped by the incoming tide.

Schoolteacher Mrs Stewart (38) said that but for Mr Deery's courage she had no doubt that both her and her nine-year-old daughter would have been killed.

"We had been exploring caves and didn't pay any attention to the tide. Then when we tried to get out and go back up the path to the top of the cliff we were cut off and the cave we were in started to fill up very quickly.

"I started calling for help and then when the water was just up to my ankles, I just started screaming. I honestly thought we were going to die and I was hugging Rose and we were both crying," she said.

Mrs Stewart, from Ballyscullion, said she couldn't believe it when she saw Mr Deery swinging in from the top of the cave on a rope. He quickly tied the rope around her daughter and gave the call to men at the top of the cliff to lift her to safety.

"As we were waiting for the rope to come back down, Seamus just kept talking to me calmly, telling me everything was going to be OK. Then he put the rope around both of us and we were lifted to safety."

The Ballyscullion woman said: "He's a real hero and that should be recognised. Rose and I will be forever grateful but I hope some organisation can present him with an award for his courage."



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Hero: Sligo man, Seamus Deery

Article B

*National red top
tabloid newspaper*

Sligo hero Seamus saves mum and daughter from certain death

Real life hero, Seamus Deery, braved 30 ft waves and a 100 ft cliff to pluck a mum and her nine-year-old daughter from certain death.

Sligo man Seamus (24) showed little regard for his personal safety when he abseiled down a sea cliff on the North Coast to rescue mum, Mary Stewart and daughter, little nine-year-old Rosie.

Mary and Rosie, from Ballyscullion, were exploring the spectacular sea caves and didn't realise how quickly the tide was coming in. When mum and daughter went to return to the cliff top they found their way blocked by 30 ft breakers.

Schoolteacher Mary feared for their lives.

“When the water was just up to my ankles, I just started screaming. I honestly thought we were going to die and I was hugging Rose and we were both crying,” Mary said.

But help was at hand. Action-man Seamus – who was rock climbing nearby with the Sligo Rockateers Club – heard Mary's frantic cries for help.

The modest Sligo man played down his part in the life-and-death rescue.

“It was no big deal. We were at the top of the cliff face when we heard Mary calling out and we could see the waves hitting into the caves. I just did what any of the lads would do.

“Mary was a bit upset but we chatted a bit and she calmed down.”

Hero Seamus swept Mary up into his arms and the Rockateers lifted them to safety in the nick of time as the sea flooded the cave.

“He'll always be my hero,” little Rosie said.

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