

New Specification



Rewarding Learning

General Certificate of Secondary Education
2010

Journalism in the Media and Communications Industry (JMC)

Unit 1: The Journalism Industry and Skills for Journalism

[GJR11]

WEDNESDAY 19 MAY, MORNING



StudentBounty.com

Centre Number

71

Candidate Number

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 the page indicate the marks awarded to each question or part of question.
 Quality of written communication will be assessed in questions **2(a), 2(b), 4, 5 and 6.**

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For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	
Total Marks	

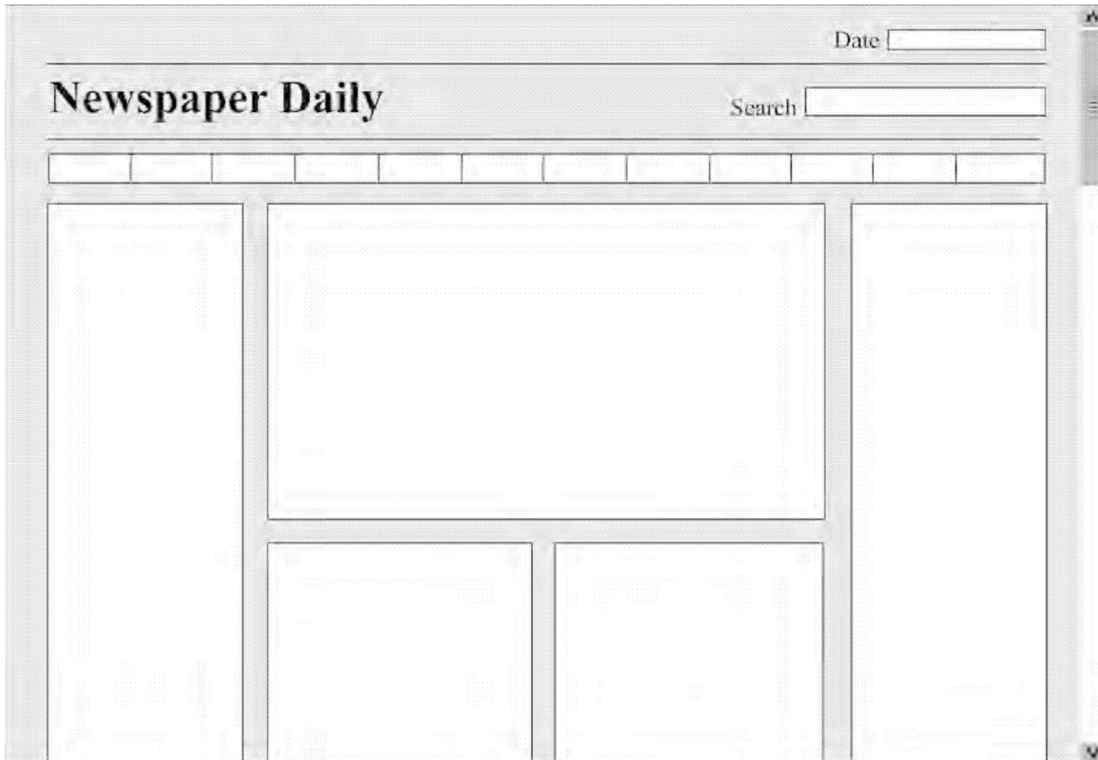
Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

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

Below is an outline of a typical homepage of an online **broadsheet** newspaper.



From the content below **select four examples** of what you would **NOT** expect to see on the homepage of a **broadsheet** newspaper.

Breaking news

Careers in Focus

Reader's Poll

Horoscopes

Top Ten Belly Busters

Financial news

News Archive

Celebrity Scandal

Examiner Only

Marks

Remark

Examiner Only

Marks Remark

Example 1 _____ [1]

Reason _____

_____ [1]

Example 2 _____ [1]

Reason _____

_____ [1]

Example 3 _____ [1]

Reason _____

_____ [1]

Example 4 _____ [1]

Reason _____

_____ [1]

[8 marks]

- 2 Spend **10 minutes** studying both articles carefully then complete the tasks on the following page. **Article A** is from a **broadsheet newspaper**. **Article B** is from a **red top tabloid**.

Both cover the same story: Prince William sleeping rough to raise awareness of homelessness.

Article A—a broadsheet newspaper

PRINCE WILLIAM SWAPS PALACES FOR CARDBOARD BOX ON THE STREET

Prince William spent a night sleeping rough in London to experience being homeless, it emerged today.

The prince bedded down in a sleeping bag next to wheelie bins by Blackfriars Bridge last week in an event organised by homeless charity Centrepoin.

Its chief executive Seyi Obakin slept next to the Prince and said “the hairiest moment” came when they were almost run over by a road sweeper.

Earlier in the year, Mr Obakin challenged the prince to experience being homeless

for a single night after William, in a speech to mark Centrepoin’s 40th anniversary, had urged the organisation to increase its efforts to end youth homelessness.

The pair bedded down on cardboard boxes in an alleyway just after midnight last Wednesday and slept until 6am.

In 2005 the prince, 27, chose Centrepoin as the organisation to receive his patronage.

His strong interest in its work was inspired by visits he made to its centres with his mother, who also served as its patron.

© Press Association – adapted from Prince William swaps palaces for a cardboard box on the street by Tony Jones, The Scotsman, 23 December 2009

Article B—a red top tabloid

PRINCE WILLIAM SECRETLY SPENT NIGHT SLEEPING ROUGH IN LONDON TO EXPERIENCE BEING HOMELESS

Prince William spent a night sleeping rough in London to experience being homeless, it emerged today.

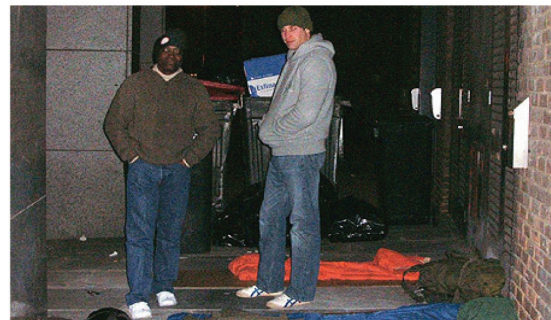
The royal bedded down in a sleeping bag next to a group of wheelie bins around Blackfriars Bridge in the capital last week in an event organised by the homeless charity Centrepoin.

The organisation’s chief executive Seyi Obakin slept next to the prince on their makeshift bed.

“Scary experience”

Writing on the Centrepoin website he added: “For me, it was a scary experience. Out of my comfortable bed. Out there in the elements. Out there on an extremely cold night, with temperatures down to –4. And it was the same for Prince William. But he was determined to do it as (Centrepoin) patron in order to raise awareness of the problem and to be able to understand a little better what rough sleepers go through.”

Centrepoin’s chief executive challenged the Prince to experience being homeless for one night and Mr Obakin said he did not think the royal would pick up the gauntlet. The pair were joined by William’s private



© Centrepoin

secretary Jamie Lowther-Pinkerton, and bedded down on cardboard boxes in an alleyway just after midnight last Wednesday.

“Prince in hooded top”

In a grainy photograph released by the homeless charity, the Prince, dressed in jeans, trainers, a hooded top and a hat, can be seen next to Mr Obakin with their bedding.

The chief executive wrote on his charity’s website: “We took as much precaution as possible but there was no shielding from the bitter cold or the fear of being accosted by drug dealers, pimps or those out to give homeless people a ‘good kicking’.”

A St James’s Palace spokesman said the three got little sleep and dozed for short periods during their time in the alleyway.

© Adapted from: Prince William secretly spent night sleeping rough in London to experience being homeless by Rachael Wheeler, The Daily Mirror, 22 December 2009.

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(a) Spend **9 minutes** on this part of the question.

Outline briefly how **the type of information** presented in each of the articles **matches the different styles of the two newspapers.**

[10]

(b) Spend **11 minutes** answering this question.

Consider **how the story is approached** by the two different types of newspaper. Do this by commenting on the **language used** in each article.

[12]

Section A [30 marks]

Examiner Only	
Marks	Remark

[Turn over

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.

Decide which **three** stories have the **best news value** for the **lunchtime news bulletin** for a **regional TV station in Northern Ireland**. Give reasons to support each of your choices.

Below are the notes you have made about each story. Use these notes as the basis for your decisions.

PRIMARK'S BELFAST BRANCH SEES STRONG SALES GROWTH

- *The popularity of discount clothing chain Primark shows no sign of weakening after its sales grew strongly in the last four months of 2009.*
- *The chain's owner, ABF, said sales at Primark Belfast rose 19% in the 16 weeks to 2 January.*
- *It said like-for-like sales growth—had been “very good” but did not give a figure for it.*

© BBC News at <http://news.bbc.co.uk/1/hi/business/8458646.stm>

POLISH DOG CAUSES CONFUSION

- *Staff at the RSPCA centre in Oldham, Greater Manchester, originally thought Cent the collie was deaf.*
- *But when they looked into his history they realised he came from a Polish family and so did not “speak” English.*
- *So staff brushed up on Polish commands and, four months on, they say Cent is now bilingual and ready for a new home.*

© BBC News at <http://news.bbc.co.uk/1/hi/england/manchester/8458184.stm>

NORTHERN IRELAND HOSPITAL INFECTIONS FALL BY UP TO 40%

- *Hospital infections have fallen dramatically in the past 18 months, NI Health Minister has said.*
- *MRSA rates have dropped by 30% to the lowest level since reporting began in 2001, Michael McGimpsey told a Stormont debate on hospital hygiene.*
- *Mr McGimpsey said rates were at the “lowest level since monitoring began in 2005”, falling by a “remarkable” 40%.*

© BBC News at http://news.bbc.co.uk/1/hi/northern_ireland/8453888.stm

Examiner Only

Marks Remark

Examiner Only	
Marks	Remark

BANKS COULD PAY SPECIAL TAX FOR GOVERNMENT BAIL OUT

- Britain's banks could still be hit by a special tax to pay for the bail out that brought them back from the brink.
- The British Government insists they will not follow Barack Obama's lead after the U.S. unveiled plans for a charge this week.
- British banking bosses this morning suggested that talks about taxation along the same lines as the US are still ongoing.

© Mail Online at <http://www.dailymail.co.uk/news/article-1243856/Fury-1bn-bonuses-bailed-bank-Goldman-Sachs-UK-staff.html>

VOMITING BUG CLOSES THREE WARDS AT ULSTER HOSPITAL

- Three wards at the Ulster Hospital in Dundonald have been closed after an outbreak of a vomiting and diarrhoea bug amongst patients.
- The South Eastern Health Trust has asked visitors to wash their hands before and after visiting.
- People have also been advised to avoid bringing young children to the hospital.

© BBC News at http://news.bbc.co.uk/1/hi/northern_ireland/8457397.stm

Story 1 _____ [1]

Reasons _____

_____ [3]

Story 2 _____ [1]

Reasons _____

_____ [3]

Story 3 _____ [1]

Reasons _____

_____ [3]

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

You are working for “**Believe**” a PR company. One of your celebrity footballers, Roy Kennedy, has been fined for a speeding offence close to a primary school.

Write a press release on behalf of the footballer **apologising for his behaviour**.

At a meeting with Roy you made the following notes:

- *Roy was rushing to hospital to be in time for the birth of his first child*
- *He has pledged £10,000 to Children’s Road Safety Campaign*
- *Plans to visit the local primary schools to say sorry and sign autographs*
- *“I can’t apologise enough. All I could think about was my wife Paula giving birth without me beside her. I knew she would never forgive me!”*

Press release:

[13]

Section B [25 marks]

Examiner Only	
Marks	Remark

Section C

Spend **28 minutes** answering this section.

Answer **both** questions

Examiner Only

Marks	Remark

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

As a sub-editor of a national online “**broadsheet**” newspaper, you have put the following headline on a story filed by the paper’s reporter on sporting issues.

MORE SPORTS WOMEN ON THE BENCH DUE TO INJURY

The picture below is to be included as part of the article.

Write a **15–25 word caption** for the picture



© Tom Smart, Deseret News

[5]

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

Running Today is a specialist running magazine aimed at all of those interested in competitive running. The magazine has hired you to write a **200 word feature** on two highly talented local runners.

Top 1500 metre running rivals Ben Brown and Patrick McGurk are in direct competition for the single 1500 metre slot available in the Olympic team.

Next month their critical showdown will take place at Mallusk. Afterwards the selectors will decide which one of these runners will go to the Olympics.

Below is the research material you have gathered on these runners. Develop your article based on what you consider to be the significant information.

Ben Brown, 20

Newtownabbey Running Club info download

Holds NI Districts record 1500m
European School Boy title 2007,
2008

Studying BA Sports Science

Ben's personal best in 3.42 mins.

Information found on Wow Running Blog.

"I am three years younger than Patrick and to be honest studying Sports Science has improved my times greatly."

Face-to-face interview with coach:

Ben's uncle, running coach, Vic Cross, veteran marathon runner is responsible for his motivation.

"Ben is a dream runner, a real natural from eight years old."

Quote from phone call to Ben:

"My girlfriend, Claire, is very understanding she's also a runner!"

Patrick McGurk, 23

Newry Athletic Club newsletter

3rd in Belfast City Marathon 2009
Student Games record 2006-2008

Estate Agent in his father's firm

Information taken from Facebook page.

"Ben has been bothered greatly with a knee injury so it's hard to know how Mallusk will go."

Face-to-face interview with coach:

Simon Gibbs, Bronze Commonwealth winner in the 1500 m, 1985 has worked with Patrick for the past two years.

"Paddy has been dedicated to achieving a place on the Olympics Squad."

Paddy has vowed to beat Sebastian Coe's 1984 record of 3.32 mins.

Quote from phone call to Patrick:

"I'm still single, it's difficult to have time for a girlfriend and a training schedule!"

Examiner Only

Marks Remark

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