



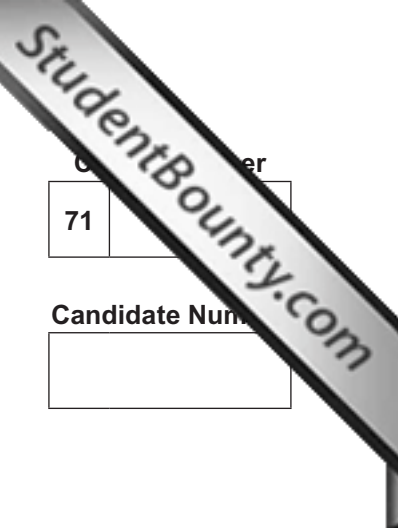
General Certificate of Secondary Education  
January 2014

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

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

[GJR11]

FRIDAY 10 JANUARY, AFTERNOON



71	
Candidate Number	
<input type="text"/>	

#### 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 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 Q2.**



8796

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

<b>Total Marks</b>	
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## Section A

Spend **35 minutes** answering this section.

Answer **both** questions.

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

From the table below, **select four duties** that you would expect a **producer** working on a news programme on a **national radio station** to carry out.

Give **one** reason for each selection.

Monitor programme for legal issues	General administrative duties
Liaise with producers on other current affairs programmes	Hire and fire staff
Maintain studio equipment	Sell advertisements
Decide on interviewees for news stories	Decide on news running order

Example 1 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [1]

Examiner Only	
Marks	Remark

Example 2 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [1]

Example 3 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [1]

Example 4 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [1]

Examiner Only

Marks	Remark

Marks	Remark

**2** Spend **10 minutes** studying both articles in the insert provided and then complete question **2 part (a)** and **part (b)**.

**Article A** is from a Northern Ireland **local weekly newspaper**.  
**Article B** is from a **red top tabloid**.

*Both articles cover the same story: launch of police Christmas drink driving campaign.*

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

**Compare and contrast** how the local weekly newspaper and red top tabloid newspaper develop their **coverage** of the story.

You should consider:

- the information used
- the detail of coverage
- the angle taken

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Examiner Only	
Marks	Remark







## Section B

Spend **27 minutes** answering this section.

Answer **both** questions.

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**3** Spend **13 minutes** on this question.

Assess the **news value** of the five breaking stories below for the **evening weekday news** for a **Northern Ireland regional radio station**.

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.

### **FLOODS IN QUEENSLAND, AUSTRALIA**

- *It was revealed today that two women from Co. Tyrone have been rescued in Brisbane following the flash floods in the city.*
- *The women were stranded on top of an office block for 7 hours before rescue services co-ordinated an air-lift.*
- *Flood water swept through the business sector of the city when the Brisbane River rose and the Wivenhoe Dam could not contain the surge of water.*

### **DALAI LAMA TO VISIT BRAZIL**

- *His Holiness, the 14th Dalai Lama, is the spiritual leader of the Tibetan people.*
- *Respect for the environment is a core concept of the Buddhist faith and His Holiness will address the Brazilian Parliament about "The Importance of Tree Planting and its Protection".*
- *The Dalai Lama will spend 4 days in Brazil before continuing his South American visit to Argentina and Peru.*

### **SWAPPING HOLLYWOOD FOR HOLYWOOD**

- *American A-listers, Jenny Jackson and Pete Winters, are due to marry at The Conrad Hotel, Hollywood, tomorrow.*
- *Jenny, who has been nominated for an Oscar twice, said she fell in love with the hotel which overlooks Belfast Lough when she was tracing her family tree and found that her maternal great-grandparents came from Belfast.*
- *The hotel has tightened security in advance of the nuptials as guests include Rihanna, George Clooney and the Beckhams.*

### **AUDITIONS FOR PHANTOM OF THE OPERA**

- *Thousands flocked to the Odyssey Arena in Belfast today to queue for the chance to watch local hopefuls try out for Andrew Lloyd Webber's latest quest to find the next star of the stage.*
- *Traffic in the Titanic Quarter of Belfast was very heavy for most of the day and was brought to a standstill in the immediate vicinity of the Odyssey arena.*
- *Paul Little (38) from Bangor and Shaun Powers (33) from Craigavon have been selected to attend the next round of auditions in Lord Webber's home in Majorca.*



**LIBERTY AT A COST**

- *Figures for the recent renovation work to the Statue of Liberty have just been released and the work cost in excess of \$30 million.*
- *Some of the renovation work was essential so that the landmark, which receives over 18,000 visitors a day, met the newest fire codes and escape routes that would allow the statue to be evacuated within two hours in case of emergency.*
- *Ten years ago a security upgrade to the base of the Statue cost \$20 million but New Yorkers remain supportive of “their Lady”.*

Story 1 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [3]

Story 2 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [3]

Story 3 \_\_\_\_\_ [1]

Reason \_\_\_\_\_

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\_\_\_\_\_ [3]

Examiner Only	
Marks	Remark

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

You are the Public Relations Officer for ***Prem-elite Sports Management***.

Premier League footballer, Jason Armstrong, has been ridiculed in the press for parking in a disabled space during the January sales.

**Write a 120 word press release** which will limit any further damage to Mr Armstrong's public image/fan base.

Base the press release on the following notes made during a meeting with Mr Armstrong:

- *Jason would like to apologise for parking in the disabled space.*
- *He was late for a "meet and greet" with fans inside the sporting goods shop KM Active and rather than disappoint fans, he parked outside the entrance without realising it had been designated for disabled use.*
- *Jason has made a £10,000 donation to the charity, The Disabilities Trust, and has signed several football shirts for the charity as a way of acknowledging his error.*
- *Jason also paid the £65 parking fine immediately.*
- *Jason said "I can't apologise enough. I know young people look up to me as a role model and I hope they can see that, on this occasion, I behaved very badly. My granny uses a walking aid and it is essential that spaces for the disabled are not used by those of us who are lucky enough to be fully fit."*

120 word press release:

Lined writing area for the 120 word press release, consisting of multiple horizontal lines.

[13]

Examiner Only	
Marks	Remark

[Turn over

## Section C

Spend **28 minutes** answering this section.

Answer **both** questions.

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

As the sub-editor of a **national broadsheet newspaper** you receive the photograph and headline below from the Lifestyle Editor.

The photograph and headline are to be used in an article about how the hobbies of middle-aged people have changed since the turn of the millennium.

**Write a 15–25 word caption** for the photograph.

### Flying high. Fifty is the new forty?



© Davis Spurdens / Corbis

15–25 word caption:

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[5]

Examiner Only	
Marks	Remark

[Turn over

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

You are a reporter on the *Quick Fire Cook* television programme, a weekly cookery programme on Northern Ireland television. You have been assigned to complete a **60 second package** on the two finalists in the Chef of the Year competition.

**Your 180 word script** should focus on the most newsworthy qualities of Newry chef, Meg Welsh and Coleraine chef, Sam White.

You should base your script on the following notes and research and you should make use of the enclosed quotations.

A native of Glasgow, Meg Welsh (34) has worked in Newry since opening her La Plaz restaurant four years ago.

Information from La Plaz website.

Meg learned her trade under the great Louis Metan in Paris. She is particularly well known for her signature “Beef BonBon” dish. Meg is married to barrister, James Welsh QC, and the couple have two daughters, Hattie (4) and Laura Lee (18 months).

Quotations from pre-recorded interview with Meg.

*“Ever since I left school, I knew I wanted to be a chef. When I opened La Plaz it was a dream come true.*

*“I love the creativity of food. I like to push the limits of safe cuisine.”*

Quotations from pre-recorded interview with diners at La Plaz.

*“Every time we eat at La Plaz, we enjoy a different dining sensation.” John McCaul, Newry.*

*“Meg’s blue-sky thinking when it comes to food makes a meal at La Plaz an event and not just a dinner.” Linda Brown, Armagh.*

Sam White (40) has spent most of his life in Coleraine. He is chief chef and owner of the Temple restaurant which he opened ten years ago.

Information from the Temple’s website.

Sam spent five years working with Jon Mepel at the world famous Bretang restaurant in Paris. His speciality is fish, particularly Bann-caught salmon and trout and Lough Neagh eels. He is married to co-owner, Joan, and they have a grown up family.

Quotations from pre-recorded interview with Sam.

*“I try to give my clients basic honest-to-goodness meals with a twist. I like to introduce diners to new ways of looking at traditional dishes.*

*“My motto is ‘food must entertain’.”*

Quotations from pre-recorded interview with diners at the Temple.

*“I’m from Enniskillen but I think nothing about travelling to Coleraine because Sam’s food is so special. It’s the way fish dishes should be.” Mary Maguire, Enniskillen.*

*“The Temple is why trout were invented; it’s that simple.” John Doherty, Limavady.*







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**THIS IS THE END OF THE QUESTION PAPER**

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**General Certificate of Secondary Education  
January 2014**

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

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

**[GJR11]**

**FRIDAY 10 JANUARY, AFTERNOON**

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**INSERT**

INSERT FOR USE WITH QUESTION 2

**INSTRUCTIONS TO CANDIDATES**

Do not write your answers on this insert.



# Drink Wise this Christmas – PSNI

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Article A

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*Local weekly newspaper*

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**The PSNI and Northern Ireland vintners have joined forces to encourage people to enjoy drink wisely this festive season.**

With the Christmas party season now in full swing, PSNI chief superintendent, Bob Walker said no-one wanted to be a killjoy. However, Chief Superintendent Walker said his officers were determined to enforce drink driving laws.

“Even one death from drink driving is one too many. My

officers will be out and about and we will be breathalysing any driver we think is over the legal drink drive limit.

“We are mounting a more robust campaign this year than ever before. The message is simple, if you drink and drive, you will be caught. We would also appeal to anyone who spots a drink driver to contact us immediately,” he said.

Harry McGettigan, representing Northern Ireland vintners, said he and his colleagues fully endorsed Chief Superintendent Walker’s comments.

Mr McGettigan said: “Obviously Christmas is a very important time for bar and nightclub owners

and we don’t want to spoil people’s fun. We would encourage people enjoying a night out to make sure they have a responsible driver who will not drink on that particular night. That way everyone’s a winner.”

Mary Smith, whose son, Jeremy, was killed by a drunk driver at Christmas two years ago also spoke at the launch of the Christmas campaign.

“Every Christmas is a nightmare for me now as I remember how Jeremy so enjoyed this time of year. I don’t want anyone else to go through what I’m suffering,” Mrs Smith said.

# Brave mum says don't have a Christmas tragedy

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Article B

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*National red top tabloid*

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**Courageous mum, Mary Smith, has put her grief aside to make Christmas a happier time for the rest of us.**

Two years ago, Mary's son Jeremy was killed when a drunk driver ploughed into him as he celebrated a Christmas night out from work.

Jeremy (24) had his life cut short by a Yuletide yob who didn't care

who he hurt when he sat behind the wheel of his car.

Since then the festive season has become a living nightmare for Mary and her family as she remembers all the good Christmases they enjoyed with Jeremy. However, brave Mary put her own pain aside to help the PSNI launch its annual Christmas drink drive campaign.

Police have pledged a Christmas crackdown on drink drivers this year. And they're calling on the public to be their spies on the roads.

Police chief Bob Walker said: "We would also appeal to anyone who spots a drink driver to contact us immediately."

A spokesman for Northern Ireland bar owners urged people to enjoy their festive night out, but with a responsible driver.

We say: "Don't be a mug. Think drink this Christmas."

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