



Rewarding Learning

ADVANCED
General Certificate of Education
2015

**Journalism in the Media and
Communications Industry**

A2 Unit 1

**Cross-Platform Journalism and
Digital Interactivity**

[A2JA1]

MONDAY 18 MAY, AFTERNOON

**MARK
SCHEME**

GCE A2 JOURNALISM IN THE MEDIA AND COMMUNICATIONS INDUSTRY

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCE 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.

Assessment objectives

Below are the assessment objectives for GCE Journalism in the Media and Communications Industry.

Candidates must:

- demonstrate knowledge and understanding of journalistic concepts, contexts and debates (AO1);
- apply knowledge, understanding and skills when researching, planning and creating journalistic products (AO2); and
- analyse and evaluate existing journalistic products including their own practical work (AO3).

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 17-year old or 18-year-old which is the age at which the majority of candidates sit their GCE 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 17-year-old or 18-year-old GCE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for 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.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement.

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.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (Good): The candidate successfully selects and uses an appropriate form and style of writing. Relevant material is organised with a good degree of clarity and coherence. There is a good spread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is extremely well organized with the highest degree of clarity and coherence. There is extensive and accurate use of specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard and ensure that the meaning is exceptionally clear.

Section A

AVAILABLE
MARKS

1 You are a cross-platform reporter who covers the city of Granton-on-Sea, North Yorkshire, (population 200,000) for Granton Media. The company owns a daily newspaper, *The Granton Times*, a website, *The Granton Times Online* (www.gtonline.com) and a radio station, *Granton FM*.

(a) Spend **35 minutes** completing the **tasks (i) and (ii)** which follow the **situation** outlined below.

(i) Write an online article for the website, based on the material on the previous page, of **150 words** for immediate publication. You must provide a headline for the story of no more than **8 words**. [15]

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> a perceptive and insightful knowledge and understanding of the writing brief in terms of style and format sustained and confident awareness of target audience and purpose with thorough consideration of the web format a highly developed and discerning ability to select and prioritise source material in terms of both news value and reliability with confident and effective structuring and ordering of written content for web format an engaging, effective and persuasive style of language in the presentation of their story for web format a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (145–155 words story) 	12–15
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> a good knowledge and understanding of the writing brief in terms of style and format a sound awareness of target audience and purpose with consideration of the web format a good ability to select and prioritise source material in terms of both news value and reliability with sound structuring and ordering of written content for web format a good and appropriate style of language in the presentation of their story for web format a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (140–160 words story) 	8–11

2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the writing brief in terms of style and format • a straightforward awareness of target audience and purpose with some consideration of the web format • an uneven but satisfactory ability to select and prioritise source material in terms of both news value and reliability with adequate structuring and ordering of written content for web format • a straightforward but mainly appropriate style of language in the presentation of their story for web format • a mostly accurate level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (135–165 words story) 	4–7
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the writing brief in terms of style and format • a limited awareness of target audience and purpose with little consideration of the web format • little ability to select and prioritise source material in terms of either news value or reliability with basic structuring and ordering of written content for web format • a basic and mainly inappropriate style of language in the presentation of their story for web format • a level of written communication including spelling, punctuation and grammar, organisation of information that is characterised by repeated errors and minimal ability to work to a word limit (below 135 words and above 165 words story) 	1–3

[0] is awarded for a response not worthy of credit.
(AO1, AO2)

AVAILABLE
MARKS

- (ii) Write an immediate **newsflash** for radio broadcast of no more than **50 words**. [10]

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the writing brief in terms of style and format • sustained and confident awareness of target audience and purpose with thorough consideration of the radio format • a highly developed and discerning ability to select and prioritise source material in terms of both news value and reliability with confident and effective structuring and ordering of written content for radio format • an engaging, effective and persuasive style of language in the presentation of their newsflash • a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (45–55 words newsflash) 	9–10
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the writing brief in terms of style and format • a sound awareness of target audience and purpose with consideration of the radio format • a good ability to select and prioritise source material in terms of both news value and reliability with sound structuring and ordering of written content for radio format • a good and appropriate style of language in the presentation of their newsflash • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (40–60 words newsflash) 	6–8

AVAILABLE
MARKS

2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the writing brief in terms of style and format • a straightforward awareness of target audience and purpose with some consideration of the radio format • an uneven but satisfactory ability to select and prioritise source material in terms of both news value and reliability with adequate structuring and ordering of written content for radio format • a straightforward but mainly appropriate style of language in the presentation of their newsflash • a mostly accurate level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (35–65 words newsflash) 	3–5
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the writing brief in terms of style and format • a limited awareness of target audience and purpose with little consideration of the radio format • little ability to select and prioritise source material in terms of either news value or reliability with basic structuring and ordering of written content for radio format • a basic and mainly inappropriate style of language in the presentation of their newsflash • a level of written communication including spelling, punctuation and grammar, organisation of information that is characterised by repeated errors and minimal ability to work to a word limit (below 35 words and above 65 words newsflash) 	1–2

AVAILABLE
MARKS

[0] is awarded for a response not worthy of credit.
(AO1, AO2)

Indicative Content

Online Story and Newsflash Content and Structure

- The candidate will be expected to ensure that all the most important information is included in the opening of both pieces – as per hard news format.
- The candidate will be expected to adhere to the inverted pyramid structure of hard news writing tasks (i.e. Who? What? Where? When? How? Why?).
- The candidate will be expected to write facts and to cite and quote sources accurately.
- The candidate will be expected to select and prioritise information appropriately with the following considerations in mind:
 - the indication of a potential emergency given the possibility that four people may be at risk
 - the confirmation from the press officer that the kayaks have been recovered but without its occupants
 - the added danger of the high tide and dangerous currents
 - the involvement of the RAF Sea King search and rescue helicopter.

Language and style:

- The candidate will be expected to write in a style appropriate to a hard news online story with a relevant and arresting headline (i.e. concise, factual with no speculation or sensationalism and simple sentence structure) and to a radio newflash (i.e. an immediate tone, use of present perfect tense, use of plain English, short sentences, no lengthy or unnecessarily complicated words or jargon, must be clearly written for use by a presenter).

Credit any other valid material.

- (b)** At 1.00 pm you receive the following additional information from the lifeboat press officer.

Spend **30 minutes** completing this **task**.

Write a script of **240 words** for a **radio news package report**. This report will be broadcast at 5.00 pm. You may use any of the information you have received on the story so far. All quotations count as available audio. No cue is required.

[25]

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> a perceptive and insightful knowledge and understanding of the writing brief in terms of style and format and their role as a broadcast reporter sustained and confident awareness of target audience and purpose with thorough consideration of the radio format a highly developed and discerning ability to select and prioritise source material in terms of both news value and reliability with confident and effective structuring and ordering of written content for radio format an engaging, effective and persuasive style of language in the presentation of their script for the radio news package a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (235–245 words report) 	19–25

AVAILABLE
MARKS

3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the writing brief in terms of style and format and their role as a broadcast reporter • a sound awareness of target audience and purpose with consideration of the radio format • a good ability to select and prioritise source material in terms of both news value and reliability with sound structuring and ordering of written content for radio format • a good and appropriate style of language in the presentation of their script for the radio news package • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (230–250 words report) 	13–18
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the writing brief in terms of style and format and their role as a broadcast reporter • a straightforward awareness of target audience and purpose with some consideration of the radio format • an uneven but satisfactory ability to select and prioritise source material in terms of both news value and reliability with adequate structuring and ordering of written content for radio format • a straightforward but mainly appropriate style of language in the presentation of their script for the radio news package • a mostly accurate level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (225–255 words report) 	7–12
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the writing brief in terms of style and format and their role as a broadcast reporter • a limited awareness of target audience and purpose with little consideration of the radio format • little ability to select and prioritise source material in terms of either news value or reliability with basic structuring and ordering of written content for radio format • a basic and mainly inappropriate style of language in the presentation of their script for the radio news package • a level of written communication including spelling, punctuation and grammar, organisation of information that is characterised by repeated errors and minimal ability to work to a word limit (below 225 words and above 255 words report) 	1–6

AVAILABLE
MARKS

[0] is awarded for a response not worthy of credit.
(AO1, AO2)

Indicative ContentAVAILABLE
MARKS**Radio News Package Script Content and Structure**

- The candidate will be expected to include all the most important information in the package first – as per a hard news format – but with appropriate elaboration on detail as befits a longer, story-specific package.
- The candidate will be expected to adhere to the inverted pyramid structure in this package script writing task (i.e. Who? What? Where? When? How? Why?)
- The candidate will be expected to write facts and to cite and quote sources accurately.
- The candidate will be expected to select and prioritise information appropriately with the following considerations in mind:
 - A leading employer and his family have escaped a weekend marooned on an island thanks to the vigilance of a local birdwatcher, the RNLI and the RAF
 - It should be made clear that no-one was injured during the operation which also involved the coastguard
 - The candidate should make clear when this drama happened, where it happened and the sea conditions at the time
 - The businessman can be identified because he gave his name as part of his efforts to thank the rescuers
 - The *Mary Jane*'s captain can also be named because he asked to comment on the rescue and was identified by the lifeboat press officer
 - The RNLI will welcome the opportunity to put across some basic safety advice about carrying flares
 - The offer of a champagne dinner and a donation to the charity will provide an appealing final sound clip for the package.

Language and style:

- The candidate will be expected to write in a style appropriate to a radio news package (i.e. factual with no speculation or excessive sensationalism and simple and short sentence structure, the use of present perfect tense, use of plain English, no lengthy or unnecessarily complicated words or jargon, must be clearly written for use by a broadcast reporter).

Credit any other valid material.

(c) Spend **15 minutes** completing this **task**.

Write an evaluation of the content, style, audience appeal and format of the three pieces you have written about the rescue operation. [15]

AVAILABLE
MARKS

4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a highly developed ability to analyse and evaluate their pieces in relation to content, audience and format with clear critical judgement in the explanation of their reasoning • a highly developed and discerning ability to select and use the most appropriate form and style of writing. Relevant material is extremely well organised with the highest degree of clarity and coherence. There is extensive and accurate use of specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard and ensure that the meaning is exceptionally clear. 	12–15
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good ability to analyse and evaluate their pieces in relation to content, audience and format with sound critical judgement in the explanation of their reasoning • a good ability to select and use the most appropriate form and style of writing. Relevant material is organised with a good degree of clarity and coherence. There is a good spread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear. 	8–11
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • an uneven but satisfactory ability to analyse and evaluate their pieces in relation to content, audience and format with some critical judgement in the explanation of their reasoning • an uneven but satisfactory ability to select and use an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear. 	4–7
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • little ability to analyse and evaluate their pieces in relation to content, audience or format with limited critical judgement in their attempts to explain their reasoning • limited ability to select and use an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that the intended meaning is not clear. 	1–3

[0] is awarded for a response not worthy of credit.
(AO3)

65

- 2 You are the producer of the Granton FM regional news bulletin. Granton FM serves the North Yorkshire region.

The list of 8 stories below is available for today's bulletin. The bulletin will air at **5.30 pm**.

Spend **10 minutes** completing this **task**.

Read the following 8 stories. Select the **top 3 stories** you think would appeal most to Granton FM listeners. Then write the opening **15 seconds** of the **news bulletin script**, headlining the top 3 stories that you have selected. (3 words per second). [10]

Levels of response and indicative content for this question are located on the following pages.

Mark Band	Levels of Response	Marks
4	The candidate demonstrates: <ul style="list-style-type: none"> a discerning ability to select stories in terms of both news value and audience confident and effective prioritisation of stories confident structuring and ordering of written content for their 15 second script with an engaging and effective style of language and an ability to work to the time limit (42–48 words equivalent) a consistently high quality of written communication including spelling, punctuation and grammar. 	9–10
3	The candidate demonstrates: <ul style="list-style-type: none"> a sound ability to select stories in terms of both news value and audience competent prioritisation of stories competent structuring and ordering of written content for their 15 second script with a competent and appropriate style of language and an ability to work to the time limit (39–51 words equivalent) a competent quality of written communication including spelling, punctuation and grammar. 	6–8
2	The candidate demonstrates: <ul style="list-style-type: none"> an adequate ability to select stories in terms of both news value and audience straightforward prioritisation of stories adequate structuring and ordering of written content for their 15 second script with a straightforward but mainly appropriate style of language and an ability to work to the time limit (36–54 words equivalent) a mostly accurate level of quality of written communication including spelling, punctuation and grammar. 	3–5

AVAILABLE
MARKS

1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • little ability to select stories in terms of both news value and audience • random prioritisation of stories • basic structuring and ordering of written content for their 15 second script with a mainly inappropriate style of language and a minimal ability to work to the time limit (below 36 words and above 54 words equivalent) • a level of written communication that is characterised by repeated errors including spelling, punctuation and grammar. 	1–2
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[0] is awarded for a response not worthy of credit.
(AO2)

Indicative Content

Story Prioritisation Rationales:

Priority/Lead Story:

Story 8 – This story involves a potential public health risk, and a local firm, and therefore affects the greatest number of people. Due to the newsworthy elements and appeal to the target audience, candidates would be expected to identify this story as the lead within the bulletin.

Of the remaining two stories to be included in the bulletin, candidates should have selected from the following four stories, all of which have the greatest local relevance and therefore demonstrate the candidates' knowledge of the target audience and news values:

Story 2 – This is important as it is a fatality and therefore could be in the top three stories. However, it does not affect as many people as stories 7 or 8, so it should not lead the bulletin.

Story 3 – This is a good news story about local people from Granton. It also involves a potential economic benefit for the venue in the town and affects the younger people in the town. Therefore it could be one of the top three stories.

Story 4 – Although the event actually happened last week, it is the first time the family have spoken about their ordeal. It is an unusual occurrence and the comments from the father move the story on by adding a sense of immediacy.

Story 7 – This could be in the top three stories. The number of jobs potentially at risk means it has a big impact on the town.

AVAILABLE
MARKS

Story Selection Consideration:

Stories candidates will be expected to discount:

Story 5 has no relevance to North Yorkshire.

Story 6 would be unlikely to feature as it has less relevance to North Yorkshire than the other news items.

Fifteen Second News Bulletin Script:

The candidate will be expected to ensure that the most important information for each of the top three stories is included in their bulletin script.

Credit any other valid material.
(AO2)

AVAILABLE
MARKS

10

Section B

Answer **one** question from this section.

Spend **30 minutes** writing your response.

You will be expected to use examples to illustrate your arguments.

3 Discuss the roles and responsibilities of the journalist in relation to public affairs and the fourth estate.

or

4 Discuss the industry guidelines which broadcast journalists must follow.

or

5 Discuss the ways news consumption patterns have changed over the past 25 years.

Levels of response and indicative content for these questions are located on the following pages.

Mark Band	Levels of Response	Marks
4	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a perceptive and insightful knowledge and understanding of the chosen issue with confident awareness of different perspectives • effective and purposeful use of examples taken from their own study to illustrate arguments • a highly developed ability to discuss the main discussion points with clear critical judgement • a consistently high quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology fluently and effectively to justify arguments and responses 	20–25
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the chosen issue with confident awareness of different perspectives • purposeful use of examples taken from their own study to illustrate arguments • a good ability to discuss the main discussion points with evidence of sound critical judgement • a good quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology appropriately to justify arguments and responses 	14–19

AVAILABLE
MARKS

2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the chosen issue with straightforward awareness of different perspectives • satisfactory use of examples taken from their own study to illustrate arguments • an uneven but adequate ability to discuss the main discussion points with evidence of some critical judgement • a satisfactory level of written communication including spelling, punctuation and grammar, as well as organisation of information, with uneven application of journalistic terminology to justify arguments and responses 	8–13
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the chosen issue with straightforward awareness of different perspectives • a limited use of examples taken from their own study • little ability to discuss the main discussion points with limited evidence of critical judgement • a level of written communication including spelling, punctuation and grammar, that is characterised by repeated errors and misapplication of journalistic terminology and a lack of organisation 	1–7

[0] is awarded for a response not worthy of credit.
(AO1, AO3)

Indicative Content for Questions 3, 4 and 5 is provided on the following pages.

**AVAILABLE
MARKS**

- 3 Discuss the roles and responsibilities of the journalist in relation to public affairs and the fourth estate.

AVAILABLE
MARKS

Indicative Content

- Journalism performs an important role in democracies by keeping citizens informed about the things they need to know and supplying voters with the information required to make rational electoral and economic choices.
- Eighteenth-century MP Edmund Burke reportedly said: 'There were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth Estate more important far than they all.' In today's usage, the term 'fourth estate' indicates that journalism is an institution in its own right which underpins all democratic institutions.
- Journalism serves as a 'watchdog' by monitoring the political process in order to ensure that elected representatives carry out the wishes of the electors, and that they don't abuse their positions. Journalists therefore have a responsibility to cover public affairs in depth. They need to understand how central and local government works, including the roles of Prime Minister, cabinet and government; and concepts such as the electoral system, political parties, funding and lobbying, and the EU.
- The fact that political parties and pressure groups compete with each other to manage the news agenda highlights the role of journalism as the key point of contact with the political process.
- Journalism is arguably one of the key social and cultural forces in society and provides 'a window on the world'.
- Journalists can form and influence opinion. They choose how much importance should be attached to a story based on the amount of information given and its positioning in a bulletin or newspaper.
- This power can be abused: for example, in 2000, journalists were accused of engineering a 'moral panic' when the *News of the World* and other tabloids 'named and shamed' paedophiles in the wake of the murder of seven-year-old Sarah Payne.
- Broadcast media is often the first medium to break news stories and, in contrast to the press, has a legal duty to be impartial and to present all angles of political and current affairs stories. In 1923, when the BBC was in its infancy, a government report argued that broadcasting was 'of great national importance as a medium for the performance of a valuable public service'.
- As the 'fourth estate', journalists serve an important role in providing investigative reports, debate, discussion, background and analytical copy as well as news stories.
- The press is currently under scrutiny following the revelation of unethical behaviour, in particular, phone-hacking. In November 2012, when opening Part 1 of the Leveson Inquiry into the culture, practice and ethics of the press, Lord Justice Leveson stressed that 'any failure within the media affects all of us'. The report recommended a new, independent body to replace the existing Press Complaints Commission which would 'support the integrity and freedom of the press while encouraging the highest ethical standards'.

Credit any other valid material
(AO1, AO3)

[25]

25

4 Discuss the industry guidelines which broadcast journalists must follow.

AVAILABLE
MARKS

Indicative Content

- All journalism broadcast on television and radio in the UK is regulated by statute. Journalists must adhere to guidelines set out in Ofcom.
- Historically, broadcast media have been seen as having potential to influence, offend or harm their audiences. The BBC, a public service broadcaster funded by public taxation, was licensed in 1926 to serve as ‘a cultural, moral and educative force for the improvement of knowledge, taste and manners’. This ethos has remained and been extended to commercial broadcasters.
- The Office of Communications (Ofcom) sets out guidelines and adjudicates on complaints against broadcast journalists. Ofcom operates under the Communications Act 2003 and is accountable to parliament. Its aims are to ensure that: ‘People who watch television and listen to the radio are protected from harmful or offensive material’ and ‘people are protected from being treated unfairly in television and radio programmes, and from having their privacy invaded’. Ofcom can impose substantial fines for breaches of the code.
- The Ofcom Broadcasting Code contains ten sections on: protecting under-18s, avoiding harm and offence, covering crime, covering religion, due impartiality and due accuracy, covering elections, fairness, protecting privacy, commercial references in television programming; and commercial communications in radio programming.
- The BBC is regulated by Ofcom in some areas, and by the BBC Trust (its governing body) in others. It has similar but separate guidelines, which are rooted in the Royal Charter and the Agreement with government – the constitutional bases for the BBC. The BBC Editorial Guidelines has 11 sections broadly covering the same issues as the Ofcom Code.
- Impartiality is a key principle of broadcast journalism, in contrast to print media. Ofcom stipulates that coverage of news and controversial issues and events must present opposing viewpoints; and that a broadcast station cannot campaign on an issue.
- Journalists must take particular care with regard to privacy, in light of the European and developing UK law in this area. The Ofcom code says that it is unacceptable to photograph or film people in private places without their consent. Private places are defined as (public or private) property where there is ‘a reasonable/legitimate expectation of privacy’.
- Both Ofcom and the BBC Editorial Guidelines allow that some rules may be breached for ‘public interest’, which Ofcom says includes:
 - revealing or detecting crime
 - protecting public health or safety
 - exposing misleading claims made by individuals or organisations
 - disclosing incompetence that affects the public

Examples of Ofcom judgements:

- During the UK General Election in April 2005, Ofcom found that Bloomberg TV gave more prominence and air time to Tony Blair and the Labour party than other political parties. As a sanction Bloomberg was required to broadcast a statement of Ofcom’s finding on three consecutive days.
- In July 2013 Sky avoided being sanctioned by Ofcom after it admitted that it hacked into emails belonging to a man who faked his own death, and those

of his wife. Ofcom deemed that the public interest in accessing John and Anne Darwin's emails outweighed the couple's privacy rights and therefore justified the broadcaster's actions.

Credit any other valid material
(AO1, AO3)

[25]

AVAILABLE
MARKS

25

- 5 Discuss the ways news consumption patterns have changed over the past 25 years.

Indicative Content

- The way in which audiences consume news started to change with the launch of the UK's first rolling news network, *Sky News*, in 1989. Instead of buying a newspaper produced the day before, or waiting for an evening TV news bulletin, audiences could tune in and get the news whenever they wanted. By the time *BBC News 24* (now the *BBC News channel*) was launched in 1997, the 24-hour news cycle was firmly established.
- The *Irish Times* became one of the first newspapers in the world to launch an online version in 1994. In the UK, the *Daily Telegraph* was the first newspaper to launch an online edition, with others swiftly following.
- The rapid expansion of the internet in the late 1990s has had a significant impact on the way audiences consume news as people increasingly get their news online.
- At first, access to most online newspapers was free, but some have now started experimenting with charging for content, e.g. *News Corp* titles the *Sun* and the *Times* – either by subscription, pay per view or a combination of both, with varying levels of success.
- Newspapers continue to develop their online presence, for example, embedding video into 'print' stories and blogging, blurring the lines between traditional and new media. They encourage interactivity with readers using features like comment boards and readers' polls, and linking up with social networking sites such as *Twitter* and *Facebook* so readers can share and comment on content.
- The growth of new media technology has increased audiences' ability to interact with the media and even set the news agenda – they no longer simply consume, but can also contribute to the news. There are dangers in this, illustrated by the case of Lord McAlpine, the late Conservative peer. A *BBC Newsnight* report in 2012 alleged a senior unnamed Conservative figure was involved in child sex abuse. Although it did not name Lord McAlpine, he was later wrongly implicated on *Twitter*. High profile *Twitter* users, including the House of Common Speaker's wife Sally Bercow and comedian Alan Davies, were ordered to pay Lord McAlpine damages after the High Court found they had tweeted libellous messages about him.
- Audiences can now consume news from both professional journalists and 'citizen' journalists (amateurs who gather and distribute news using digital platforms) via, for example, *Twitter*, *Facebook*, *YouTube* and blogs. Journalists working for traditional media outlets increasingly use material from these citizen journalists in their reports, especially when access to a country or region is restricted to foreign journalists, e.g. during the Arab Spring in 2011.
- Audiences now increasingly access news 'on the move' on devices such as tablet computers and mobile phones, deepening their access to, and relationship with, the news media.

Credit any other valid material
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Total

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