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ADVANCED

General Certificate of Education

2016

Centre Number

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Candidate Number

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Journalism in the Media and Communications Industry

A2 Unit 1

Cross-Platform Journalism and Digital Interactivity

[A2JA1]

TUESDAY 17 MAY, MORNING



A2JA1

TIME

2 hours

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of the page.

Answer **all** questions in Section A and **one** question from Section B.

Write your answers in the spaces provided in this question paper.

If needed, you can ask for more sheets to finish your answers. Please attach these sheets to the booklet using the treasury tags supplied.

INFORMATION FOR CANDIDATES

The total mark for this paper is **100**.

Section A contains 75 marks.

Section B contains 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 **all** questions.

| For Examiner's use only | |
|-------------------------|-------|
| Question Number | Marks |
| 1(a)(i) | |
| 1(a)(ii) | |
| 1(b) | |
| 1(c) | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

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| Total Marks | |
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Section A

Answer **all** questions

- 1 You are a cross-platform reporter who covers the city of Granton (population 200,000), North Yorkshire, 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.

It is 10.00am on a Wednesday morning when you receive a telephone call from Mary O'Rourke. Mrs O'Rourke is a farmer's wife in East Granton. She explains that she has heard an unusual volume of sirens at the neighbouring airfield, Granthorpe Airport. She asks you: "What's going on? Is this a terrorist attack? My son is working out in the fields!"

You contact Granton Police. The press officer informs you that they are dealing with a request from Granthorpe Airport to assist in an unscheduled landing of a Dutch aeroplane originally en route to America. He adds that the aeroplane is estimated to land within the next hour and that emergency services are on site as a precautionary measure.

You contact Granthorpe Airport and speak with the Deputy Operations Manager, Phil Smithson. Mr Smithson confirms that they are preparing for the landing of an *Airbus 325* which is carrying 250 passengers. He says: "While this is an unexpected event, the staff here at Granthorpe Airport is well-equipped to deal with it. We contacted the emergency services in line with protocol. The flight crew reported a technical fault shortly after take-off and the pilot has taken the decision to land at the nearest viable airport. We have cleared the runway and diverted all other flight traffic. Passengers who were scheduled to fly out of Granthorpe Airport this morning have been informed of the delay and we would ask that passengers who are due to travel this afternoon check our website for further updates about their flight times."

At 10.27am you receive an emailed press release from Granton Police. It states: "Due to an on-going incident at Granthorpe Airport, the roads surrounding the airport have been closed to all non-emergency vehicles. The roads shall remain closed until approximately midday. These road closures may cause mild traffic congestion but officers are in place to re-direct traffic."

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| Marks | Remark |
| | |

- (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**.

Headline _____

Website story _____

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| Marks | Remark |
| | |

[15]

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

[10]

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| Marks | Remark |
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- (b) At midday you receive the following additional information from Phil Smithson.

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

Write a script of **240 words** for a **radio news package report**. This report will be broadcast at **1.00pm**. You may use any of the information you have received on the story so far. All quotations count as available audio.

Additional information

Phil Smithson informs you that a Dutch *Airbus 325* landed without incident at approximately 11.00am. Air Traffic Control had been contacted by the pilot, Johan Bezuij, who reported a possible fuel leak from the left engine. Captain Bezuij requested an immediate emergency landing.

Mr Smithson tells you: "I am very pleased to announce that all 250 passengers and the four members of the flight crew are safe and well. They have disembarked and are awaiting a replacement aeroplane so that they can continue with their journey to America.

"The staff at Granthorpe Airport acted quickly and decisively. We would like to thank the police, ambulance, and fire crews for their help and expertise this morning.

"Our departure times have been affected by this emergency and flights are currently delayed by three hours. We would like to ask our passengers for their patience."

You telephone Chief Fire Officer Mel Tobbins. He says: "The emergency response units from Granton and Westonbury worked with the airport personnel to ensure that the plane would land safely. We were initially concerned about the potential fuel leak and had aviation fuel extinguishers at the ready should the fuel vapours ignite. My firefighters sprayed the engines with foam which is more effective in the case of petroleum-based fuels."

Ingritta Delft, a passenger from the plane, telephones you. She says: "It was such a scary experience. My three children and I were on-board and I feared for our lives. My youngest is only four years old and he kept crying. We knew something was wrong as soon as we took off. We had seats by the engine and we thought it was making a strange noise.

"I would like to praise the flight attendants and the pilots of course. They were so calm and helped all the passengers to get into the crash position. My goodness, the landing was terrifying! But the firefighters were very quick and very brave. When I saw them tending to the engine I knew we would be safe.

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| Marks | Remark |
| | |

"I would like to praise the emergency services and all the staff at this airport for all their wonderful work. Everyone has been so kind."

You contact the Mayor of Granton, George Holliwel, for a comment. He says: "I am sure everyone in Granton would like to join me in thanking our courageous men and women who work for the emergency services. Once again they have shown extraordinary bravery in the face of adversity. They are a credit to the city of Granton."

You contact the European Aviation Safety Agency for further information on the incident. A spokesperson tells you: "The *Airbus 325* has an excellent safety record. The incident today at Granthorpe Airport involving the Dutch plane will be fully investigated. All aircraft undergo a rigorous series of tests prior to flights. The flight crew followed procedures by requesting an unscheduled landing."

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240 word script _____

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| Marks | Remark |
| | |

- 2 You are the producer of the Granton FM regional news bulletin. Granton FM serves the city of Granton, North Yorkshire, (population 200,000).

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

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).

Story 1:

Wilson Dunlop was the first to tee-off at a celebrity golf match held at Granton Golf Club today. The champion golfer played an exhibition match with local golfers to raise money for the charity Allstars which provides financial support for promising young sports men and women.

Story 2:

The Prime Minister, speaking to the Confederation of British Industry in London, has warned the government has no option but to continue with its policy of austerity and welfare cuts in an effort to balance the books. But he said economic growth was on the way which would lead to jobs for the unemployed and profits for investors.

Story 3:

Granton Borough Council has revealed plans for a redevelopment of the city centre. The plans would add to the expense of running the borough but could attract millions in investment from the European Union, central government and property companies. It could create hundreds of jobs in retailing and office space. Residents and politicians are divided about the merits of the scheme.

Story 4:

Granton Plastics has announced a partnership deal with a multi-national company and plans to invest more than £10 million at the Granton factory. It is expected to create up to 70 full-time jobs bringing the workforce to around 300. The money will be invested in research and development into carbon fibre technology.

Story 5:

Police say they are concerned about two missing teenagers who are studying at Granton High School but did not return home on Friday afternoon. Molly Jones, aged 14 and Jack Titterington, aged 15, have switched off their mobile phones and closed down their Facebook accounts. The parents today pleaded for the youngsters to get in touch and say they are safe.

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| Marks | Remark |
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Story 6:

A 43-year-old woman is recovering in hospital after suffering severe food poisoning. She told doctors she made a meal from wild mushrooms collected in Granton Wood shortly before she fell ill. Experts have warned foragers to take expert advice before they pick and eat mushrooms some of which can cause serious illness and cause lasting kidney damage.

Story 7:

A professional footballer has been banned from driving for five years after he was caught speeding for the tenth time in three years. Alan James Doherty, a former England striker, was detected by speed cameras travelling at 110mph in his high performance Ferrari sports car on the M22 in April of this year.

Story 8:

The MET office has issued a severe weather warning after weeks of heavy rain have left rivers swollen and close to bursting their banks. One of the highest tides of the year is expected to peak at 8.00pm tonight and a severe storm front is expected to cross Granton. Residents in low-lying areas have been issued with sandbags and emergency services have been placed on stand-by.

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News Bulletin script: Good evening, here are our top stories.

[10]

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| Marks | Remark |
| | |

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 why objectivity is an important ethical principle for broadcast journalists.

or

4 Discuss the news values and language which a journalist should consider when compiling a news report for 11-15 year olds.

or

5 Discuss the various challenges facing a radio news editor, print news editor and online news editor.

Question Number

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