



Rewarding Learning

ADVANCED
General Certificate of Education
2017

**Journalism in the Media and
Communications Industry**

A2 Unit 1

**Cross-Platform Journalism and
Digital Interactivity**

[A2JA1]

THURSDAY 1 JUNE, MORNING

**MARK
SCHEME**

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 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.

Section A

- 1 (a) (i) 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, grammar and 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, grammar and organisation of information) and an ability to work to the word limit (140–160 words story) 	[8]–[11]

**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 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 satisfactory level of written communication (including spelling, punctuation, grammar and 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, grammar and 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)

[15]

**AVAILABLE
MARKS**

(ii) Levels of Response and Indicative Content for this question are located below and 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, grammar and 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, grammar and organisation of information) and an ability to work to the word limit (40–60 words newsflash) 	[6]–[8]
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 satisfactory level of written communication (including spelling, punctuation, grammar and organisation of information) and an ability to work to the word limit (35–65 words newsflash) 	[3]–[5]

**AVAILABLE
MARKS**

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 newflash • a level of written communication (including spelling, punctuation, grammar and 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 newflash) 	[1]–[2]
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[0] is awarded for a response not worthy of credit.
(AO1, AO2)

[10]

AVAILABLE
MARKS

Indicative Content**AVAILABLE
MARKS****Website Story and Newsflash Content and Structure**

- 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 ensure that all the most important information is included in the opening of both pieces – as per a hard news format.
- 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 rescue and condition of the injured man
 - The police investigation into allegations of human trafficking and forced labour
 - The involvement of a nationwide company
 - The danger of libelling the Davery family – especially when it comes to Cllr Ted Berker's comments.

Language and style

- The candidate will be expected to write in a style appropriate to a hard news web story with a relevant and arresting headline (i.e. concise, factual with no speculation or sensationalism and simple sentence structure) and to a radio newsflash (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) Levels of Response and Indicative Content for this question are located below and 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, grammar and organisation of information) and an ability to work to the word limit (235–245 words report) 	[19]–[25]
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, grammar and organisation of information) and an ability to work to the word limit (230–250 words report) 	[13]–[18]

**AVAILABLE
MARKS**

			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 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 satisfactory level of written communication (including spelling, punctuation, grammar and 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, grammar and 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]	

[0] is awarded for a response not worthy of credit.
(AO1, A02)

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

- 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 ensure that all the most important information is included in the package – 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 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 Lithuanian man is in hospital after being discovered with serious head injuries on a local farm
 - Another 20 foreign nationals in a bad state of health have been rescued from what appear to be conditions of forced labour
 - The men were discovered living on property owned by a key family in the local area
 - The premises are part of a nationwide organic food company
 - There is a serious danger of libelling the Davery family because, as yet, they have not been arrested or formally charged
 - The spokesman for a local charity that acts on behalf of migrants has called for the public to be vigilant and report evidence of trafficking or slavery.

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 presenter).

Credit any other valid material.

[25]

(c) Levels of Response for this question are located below.

Mark Band	Levels of Response	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)

[15]

65

AVAILABLE
MARKS

- 2 Levels of Response and Indicative Content for this question are located below and 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 satisfactory level of quality of written communication including spelling, punctuation and grammar. 	[3]–[5]
1	The candidate demonstrates: <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]

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

AVAILABLE
MARKS

Indicative Content

Story Prioritisation Rationales:

AVAILABLE
MARKS

Story 3 – This story is about an issue of national and international significance – a huge humanitarian crisis affecting more than 11 million Azbikistanis and with political ramifications across the EU. It is also rapidly developing, with the prime minister making the announcement in the past hour and travelling to talks with EU leaders that evening. It also represents a U-turn of her previous announcement that the UK would take no more refugees from the region. Due to the newsworthy elements and appeal to the target audience, candidates would be expected to identify this story as the lead in the bulletin.

Story 2 – This story is important as it involves British schoolchildren injured in a school trip abroad and is likely to be of interest to the target audience. However, it does not have the national and international focus of Story 3 as no schoolchildren have been critically injured or killed, therefore it should not lead the bulletin.

Story 5 – Although this is a lighter story, it could still be selected as one of the three headlined stories (but not the lead story) because of the length of time the soap has been running and its place in British culture.

Story 6 – This story is topical and is likely to appeal to the target audience, many of whom will be parents and grandparents.

Story 8 – This story is newsworthy as the bad weather is causing severe disruption to tens of thousands of people across England and Wales. Weather stories typically have wide appeal and are extensively covered.

Candidates will be expected to discount:

Story 1 – This story has only local relevance in Aberystwyth in Wales.

Story 4 – This is a celebrity story and is not suited to the target audience of the bulletin.

Story 7 – As this comparatively minor incident happened in the US and did not involve anyone from the UK, it has limited relevance to a UK audience.

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)

[10]

10

Section A

75

Section B

Levels of Response for Questions 3, 4 and 5 are provided below.

Mark Band	Levels of Response	Marks
4	The candidate demonstrates: <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, grammar and organisation of information), applying journalistic terminology fluently and effectively to justify arguments and responses 	[20]–[25]
3	The candidate demonstrates: <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, grammar and organisation of information), applying journalistic terminology appropriately to justify arguments and responses 	[14]–[19]
2	The candidate demonstrates: <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, grammar and organisation of information), with uneven application of journalistic terminology to justify arguments and responses 	[8]–[13]
1	The candidate demonstrates: <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, 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)

[25]

AVAILABLE
MARKS

Section B

AVAILABLE
MARKS

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

3 Indicative Content

- The phrase 'social media' refers to a number of different platforms such as: Facebook, Twitter, LinkedIn, YouTube, WhatsApp and Instagram.
- According to Ofcom, the independent regulator for the UK communications industries, two-thirds of adults who go online currently have a profile on a social networking site. **Facebook** is the most widely used site, but **Twitter**, **WhatsApp** and **YouTube** are also popular.
- Meanwhile, the number of people sitting down to watch a TV news bulletin in real time, or buying a newspaper, is still in decline. This means that if media organisations want to reach their audience, they need to have **social media profiles**. Consequently, the principle of accessing news online is now well-established in the UK and Ireland.
- Media organisations have had to adapt the ways they gather news. In order to capitalise on the opportunities afforded by the current popularity of social media, print journalists for example, have started **recording pieces-to-camera** on stories, or **videoing interviews**, and **uploading** these to their organisations' websites and/or YouTube sites.
- Ofcom's 2015 Communications Market Report found that 33% of internet users see their **smartphone** as the most important device for going online, compared to 30% who use a laptop. People now spend almost twice as long online using smartphones, compared to using laptops and personal computers. This not only reflects the increasing demand for constantly updated news stories but also means that media organisations need to design specific sites/content that work on mobile phones, as often content intended to be read, or watched, on a laptop cannot be seen properly on a mobile.
- The **presentation** of a news story has also had to change to accommodate social media. A page long story that would appear in a newspaper format will not look aesthetically pleasing on a website and will be difficult to read on a mobile site, and therefore adjustments are required.
- **Audio** or **video clips** and **photographs** are much easier to post and share on social media sites. However, some journalists feel this advancement can undermine the professionalism of the news, as it means the importance of background information or context can be diminished.
- The use of social media sites to present news has also changed the way the **audience interacts**. The only way the audience or readers could communicate with journalists from 'traditional media' platforms (news broadcasters and newspapers) was to make a complaint about a TV or radio broadcast or write a letter to the editor. 'New media' operations which use social networking allow the audience to comment.
- The use of social media by news organisations has also led to the rise of '**citizen journalism**' and 'user-generated content'. Some journalists believe this can undermine the profession, as citizen journalists may not follow the same principles and ethics as trained journalists.

- **User-generated content** is material sent or sold to mainstream media organisations, to be used as a part of their reporting. Richard Sambrook is Professor of Journalism and Director of the Centre for Journalism at Cardiff University, and a former Director of Global News at the BBC. He was working at the BBC when the London bombings took place on July 7th 2005. He says that within six hours of the first reports of the incidents, the BBC in London had received 20,000 emails, 1000 photographs and 20 videos, most of them via mobile phone. This user-generated content had a direct impact on the tone and style of the BBC's reporting of the bombings.
- **User-generated content** can also cause ethical dilemmas for news organisations. News organisations must be content that video or photographs are what they claim to be. But it can be difficult for journalists to verify material on the internet, particularly if it comes from overseas. In 2015, when there was a lot of news coverage on the issue of asylum seekers coming from places like Syria, an Instagram account apparently belonging to a migrant, following his journey from Senegal to Europe, attracted thousands of followers. But it was later revealed that it was a fake account.

Credit any other valid material.
(AO1, AO3)

[25]

25

AVAILABLE
MARKS

4 Indicative Content

- Unlike print and internet journalism, broadcast journalism on television and radio in the UK is regulated by **statute**. Broadcast journalists must adhere to guidelines set out by Ofcom, which is accountable to parliament. Ofcom sets out guidelines in its code and adjudicates on complaints against broadcast journalists. The BBC is regulated by Ofcom in some areas and by its governing body, the BBC Trust, in others.
- The **Ofcom Broadcasting Code** contains ten sections, many of which relate to how broadcasters represent people and issues in their coverage. These cover 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.
- British broadcasters have a responsibility to represent people and issues with **due impartiality** and **accuracy**. For instance, Ofcom sets rules ensuring due weight and impartiality is given to **political parties** in broadcast **coverage of the elections**. Reflecting these rules, broadcasters ran a series of televised general electoral debates in 2015 giving the leaders of all the main parties a chance to air their views to the electorate. The BBC, Sky, ITV and Channel 4 provoked criticism when they invited the leader of the controversial UK Independence Party (UKIP) to take part in TV debates with other party leaders. However, Jonathan Levy, of Sky News, argued that they were simply reflecting the political landscape as UKIP had attracted considerable electoral support in European Parliament elections in 2014.
- Under its Editorial Guidelines, the BBC also has a responsibility to **rigorously test** people with contentious views while giving them a **fair chance** to answer questions. The guidelines say that coverage must be fair and dispassionate and that it is not for the BBC to suppress discussion. This has sometimes sparked controversy, with some accusing the BBC of giving people with so-called offensive views a platform. For example, in 2013, the

BBC was criticised by Daily Mirror journalist Kevin Maguire and others on social media for carrying an interview with the then English Defence League leader Tommy Robinson on Radio 4's Today programme.

- Despite this responsibility to be impartial, broadcasters are sometimes accused of **political bias**. For example, the BBC faced accusations of pro-union bias in its coverage of the Scottish independence referendum including from the then SNP leader Alex Salmond. A 2014 report by the Audience Council Scotland, the BBC Trust's advisory body in Scotland, also questioned the impartiality of the BBC in its coverage of the issue, saying some programmes had adopted an "Anglified perspective".
- In Northern Ireland this commitment to **impartiality** and representing all shades of opinion is reflected in the BBC and UTV's coverage of the 12th of July. As a major event in Northern Ireland, this is extensively covered even though it is a politically **sensitive issue** for a significant section of the population.
- Broadcasters with a **public service remit** also have a responsibility to cater for the public good, rather than serve commercial interests. For example, the BBC is required to **reflect all communities in the UK**. This is reflected in, for example, its extensive **regional news and current affairs programming**, including BBC Newsline in Northern Ireland, and minority language programmes in Wales, Scotland and Northern Ireland.
- Channel 4 was originally required to be a public service alternative to the BBC and to cater for **minorities and arts**. This is still reflected in its output today, including the award-winning Unreported World strand which reports on issues and regions not often covered by mainstream news outlets.
- Some broadcasters have been accused of **under-representing** and **negatively portraying minority groups** in their news and current affairs output. Ofcom looked at this issue as part of its review of public service broadcasting in 2015 which covered the BBC, ITV, Channel 4 and Channel 5. Its research suggested that broadcasters were failing to make minority groups feel represented on TV, with more than half of black people, disabled people and LGBT people saying they were under-represented. More than half of black people said they were also portrayed negatively.

Credit any other valid material.
(AO1, AO3)

[25]

25

5 Indicative Content

- Until 2000, UK law did not recognise a general right to privacy. This changed in **2000** when the **Human Rights Act 1998** came into force and incorporated the European Convention on Human Rights into UK law. It **guarantees** the **right to respect for privacy and family life** and has been developed by case law in the years since then. The courts attempt to balance these rights against the **media's right to freedom of expression**.
- People who believe their privacy has been impinged can **sue** for damages. They can also seek an **injunction** to prevent the information being published in the first place. The courts can order that the media cannot publish the fact that an injunction has been published at all (a so-called '**super injunction**').

- Privacy law and ethical issues need to be considered when, for instance, the media is reporting stories about people's personal lives, finances, health, or filming them without permission in a place where they have an expectation of privacy. For example, in August 2015, the **Duke and Duchess of Cambridge** issued an open letter to the media warning against "intrusions into their privacy" and making specific reference to photographers using long-distance lenses to film the family at their Norfolk estate and the surrounding area.
- When broadcasting information that could be considered private, journalists must carefully consider whether the **public interest** in the story outweighs any right to privacy.
- The public interest is not simply what the public might be interested in, such as trivial gossip. It relates to matters of public importance such as revealing crime or corruption and protecting public health. The **National Union of Journalists (NUJ) Code of Conduct** recommends that a journalist "does nothing to intrude into anybody's private life, grief or distress unless justified by overriding consideration of the public interest." The **Ofcom Broadcasting Code** also says that any infringement of privacy in programmes must be warranted. If the reason is that it is in the public interest, then the broadcaster should be able to demonstrate that the public interest outweighs the right to privacy.
- In March 2013 it was announced that the Crown Prosecution Service would not prosecute **Sky News correspondent Gerard Tubb** for hacking the email account of a canoeist who faked his own death in a life insurance scam. Tubb accessed the emails when John Darwin's wife Anne was due to stand trial for deception in July 2008. The CPS said it would not be in the public interest to prosecute Tubb because the emails were accessed with a view to proving that a criminal offence had been committed. Ofcom also later cleared Sky of breaching its code.
- **Surreptitious methods** such as secret filming and recording should normally only be used if there is no other way to obtain a story which is in the public interest, and this is reflected in the NUJ Code of Conduct and the Ofcom Broadcasting Code. The **BBC's Editorial Guidelines** also set out guidance about circumstances in which secret filming can be editorially justified.
- Covert methods have been used by broadcasters to expose great wrongdoing and can clearly be legally and ethically justified in such contexts.
- In 2009, the BBC were able to successfully use the public interest defence after its **Panorama** programme secretly filmed residents and staff at a **care home in Wales**. The programme focused on the standard of care at the home. The home's owner BKM had tried to get an injunction stopping its broadcast based on privacy concerns. The judge ruled that there were serious factors which justified any infringement of privacy rights. In particular, he said there was a clear public interest in the standards in care homes.
- In some cases, covert methods have led to prosecutions. For example, another BBC **Panorama** undercover investigation into abuse at the **Winterbourne View** care home near Bristol in 2011 led to the 11 care workers being prosecuted.

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- Information that is already in the **public domain** is not normally covered by privacy laws. However, just because information is being shared widely on social media sites does not mean the media are free to report it. For example, in 2010 married footballer **Ryan Giggs** was alleged to be having an affair with a model by thousands of Twitter users. Despite this, an injunction obtained by Giggs prevented the media from reporting his identity for months. Sky News eventually identified Giggs after an MP used parliamentary privilege to name him during a debate about the effect of privacy laws on the media.
- Privacy was a key theme of the **Leveson inquiry** into media standards in 2012. One of the inquiry's recommendations was the setting up of a new regulatory body, part of whose responsibilities would be to set up a privacy tribunal to handle complaints instead of the courts. However, this has yet to be implemented.
- Under Ofcom rules, broadcasters must avoid impinging on people's privacy, except in certain cases when this can be **editorially justified**, most often if a story is in the public interest. The BBC were criticised in 2014 for filming a police raid on singer **Cliff Richard's** house following a sexual assault allegation. In 2015 a report by an independent investigator concluded that police were wrong to confirm details of the investigation to the BBC and that Sir Cliff's privacy had been breached by effectively confirming his identity as a suspect. The singer was not arrested or charged with any offence.

Credit any other valid material.
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