

New
Specification

Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2017

Centre Number

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Candidate Number

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Journalism in the Media and Communications Industry

AS Unit 1
Journalism in Print

[SJR11]

TUESDAY 16 MAY, MORNING



SJR11

TIME

2 hours.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this 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 your booklet using the treasury tag supplied.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.

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 Questions 1 and 2 and Questions 4, 5 and 6.

You are provided with an **Insert Booklet** for use with Question 1.

For Examiner's use only	
Question Number	Marks
1	
2(a)	
2(b)	
3	
4	
5	
6	

Total Marks	
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Section A

Answer all questions in this section.

1 The **Insert** contains **two** articles, Article 1 and Article 2, which relate to the same news story but are taken from different sources.

Spend **40 minutes** completing the following task.

Compare and contrast the following elements for each article:

- News Angle and Content
- Language and Style
- Target Audience and Ownership

The quality of written communication is assessed in this question.

Question 1 Answer:

Examiner Only	
Marks	Remark

- 2 You are a reporter for **The Ballynamuch Gazette**, which is a **Northern Ireland local weekly newspaper** published every Wednesday. It serves the town of Ballynamuch (population 30,000) and the surrounding rural area in County Antrim.

Complete the **two** writing tasks **(a)** and **(b)**.

- (a)** Spend **25 minutes** writing a **news story** of **250 words** to be published in the next issue of *The Ballynamuch Gazette*. Your news story should be based on the following information. A headline will **not** be required.

It's Tuesday afternoon and you have just returned from your lunch break at 2.10pm. You check the fire and police lines for any events and discover the fire service were called out at 1pm to the beach at Curran Strand, five miles outside Ballynamuch, near a village called Curran's Point. The message says two fire appliances are in attendance at a "rescue operation" involving a group of schoolchildren.

You phone fire control and are put through to the fire service press officer, Jane McTarvey. She tells you that crews had been dealing with a school party from Ballynamuch Grammar who had become stuck in the mud. She says: "Two fire tenders were sent to Curran Strand at 1pm this afternoon following an emergency call about children stuck in quicksand or mud. Officers found a number of children stuck in wet sand and were able to pull them to safety."

You call Ballynamuch Grammar. The school secretary tells you that a Year 8 class was on a nature walk with their Geography teacher, Colette Johnson, when four of the pupils got into difficulty. The four pupils were rescued and have been taken to Ballynamuch Hospital for a check-up. The rest of the group are in the village hall in Curran's Point and Paul Grogan, the head teacher, is currently arranging for the pupils to be brought back to the school.

You contact Ballynamuch Hospital and speak to Daniel Weatherspoon, the media relations manager. He says: "Three 12-year-old children, a boy and two girls, were brought in to us at 1.30pm by a teaching assistant who was with the children on the trip. She was worried the children were suffering from exposure as they were very cold and frightened. They were checked over by our staff and sent home."

You call the mobile phone of Independent Councillor Susan Brown, who represents the area on Ballynamuch Council and lives close to Curran's Point. She says she is at the village hall with the rest of the school party and Ms Johnson, where she has been providing tea and biscuits for the group. She tells you: "Thankfully none of the children were injured. They had a lucky escape though. If the tide had been coming in I don't know what would have happened." She also tells you that she met the party on the beach when she was walking her dog, and warned Ms Johnson about the area of quicksand. She says: "It's very difficult to spot the quicksand, but it's very dangerous. I told that young teacher not to take the children there. I think they start them working way too young these days. She looks like a child herself!"

Examiner Only	
Marks	Remark

[25]

Examiner Only	
Marks	Remark

2 You have received the press release below from the police.

(b) Spend **20 minutes** writing a **headline** and a **short news story** based on this press release. **The headline and the story must total 80 words.** This story will also be for the next issue of The Ballynamuch Gazette.

For immediate release

Ballynamuch Police have issued a warning to anyone involved in vandalism that they will be taking a zero tolerance approach to the problem.

Inspector Melvin Carter said: "Some people regard graffiti as art. But if you spray slogans on property without the owner's permission, you are committing a criminal offence – that of criminal damage."

He continued: "Anyone caught carrying out graffiti will be prosecuted and could face time in prison. Any prosecution also leaves the stain of a criminal record on a person's character."

The police have been working with Ballynamuch Council to address the issue after a sharp increase in the number of incidents of graffiti in the last few months.

The council has revealed that since February of this year, it has spent nearly £100,000 removing graffiti from public buildings across Ballynamuch.

Inspector Carter added: "For the business owners, it can cost up to £5,000 to remove a piece of graffiti. But there is also a large cost to the public purse in terms of the police time spent pursuing the perpetrators."

Ends

Notes for Editors

Since February of this year, Ballynamuch Police have had 20 complaints about graffiti from businesses in the town.

A prosecution for criminal damage can result in a jail term of between three months and ten years.

The quality of written communication is assessed in this question.

Question 2(b) Answer:

Examiner Only	
Marks	Remark

- 3 Below is a news article that has been written for the *NI Times*, a regional daily newspaper aimed at a mid-market readership. At the end of the article there are four photographs related to the article.

Spend **10 minutes** completing this task.

You are a sub-editor at the newspaper. You must read the feature article and then complete the following sub-editing tasks:

- **Correct** errors in **spelling** in the copy below. There are **10 errors** in total. Write the corrections in the space provided on page 14;
- Compose an appropriate **headline** for the article in the space provided on page 14;
- **Select one photograph** to accompany the article by indicating your choice in the space provided on page 14; and
- **Write a caption** for the photograph of no more than **10 words** in the space provided on page 14.

Feature Article:

Hundreds of music lovers camped out in a muddy field near the village of Kirkmore in County Fermanagh at the weekend to enjoy the first two-day Thistlefest folk and rock concert organised by a group of local buisnesses and arts enthusiasts.

It was smiles and thumbs up from most festival-goers despite long queues for the chemicle toilets, a plain diet of hotdogs and burgers and the occasional downpour which made Wellington boots and a Pac-a-mac the must-have fashion items for the occasion.

John ‘Dinger’ Bell, a spokesman for the organisers Thistlefest Productions, said: “We are already planning next year’s events and believe we can establish Thistlefest as a regular feature on the summer calender of independant festivals.”

Artists and fans came from across Ireland and Britain to enjoy the line-up which included established rock and folk performers as well as local talent from Northern Ireland. Tickets were priced at £20 for the weekend and included a space in the camp site. Local land owner Jack McGuinness, a former drummer with a number of successful recording artists, provided the venue.

Headline act, *The Cascade Kings*, from Dublin took to the stage as darkness fell on Sunday night and numbers in front of the main stage swelled to more than 1,500, according to police estamates.

There was a family atmosphere about the weekend which included workshops for children and adults hoping to develop their technique, their confidence as live performers or simply just to have fun learning to play a musical instrument.

Examiner Only	
Marks	Remark

The PSNI said the festival passed off largely without incident though there was one arrest for possession of cannabis. The St John's Ambulance Brigade said volunteers provided First Aid throughout the weekend and dealt with a wide range of minor injuries. One person was taken to hospital suffering from burns after falling into a camp fire.

Kirkmore's local councillor, William McClune, said: "There was a lot of concern in the village about this event and many who were very strongly opposed. But it brought a lot of welcome trade to the local shops and bars and the few complaints that it generated will be raised with the organisers in good time for a resolution before next year."

Thistlefest Productions said a large party of volunteers has been assembled to collect litter at the site and it welcomes dialog with the local community about legitimate concerns and next year's festival.

Examiner Only	
Marks	Remark

Photograph 1



© Mie Ahmt / iStock / Thinkstock

Photograph 2



© Michael Blann / DigitalVision / Thinkstock

Photograph 3



© pepitoko / iStock / Thinkstock

Photograph 4



© Furtseff / iStock / Thinkstock

Corrections

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

Headline _____

Photograph Number _____

Caption _____

_____ [10]

Examiner Only	
Marks	Remark

Section B

Answer **one** question from this section.

Spend **25 minutes** writing your response.

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

4 Discuss the relationship between print journalism and regulation.

or

5 Discuss the diversity of the UK magazine market with reference to target audience.

or

6 Discuss the main ethical issues which journalists must consider.

Question Number

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

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TUESDAY 16 MAY, MORNING

INSERT

INSERT FOR USE WITH QUESTION 1.

INSTRUCTIONS TO CANDIDATES

Do not write your answers on this insert.

For use with Question 1.

Article 1 is taken from a daily regional newspaper owned by an island-wide news and media group.

Schools issued with guidance on internet safety

NEW internet safety guidance has been sent to schools following the conviction of a Belfast teenager who harassed a classmate online.

Belfast Magistrate's Court heard last month how the online harassment had caused the sixteen-year-old victim to become 'severely depressed'.

The new guidance does not refer specifically to this case, but has been sent to all school principals and covers a range of online issues.

Cyberbullying, also known as online bullying, is when someone or a group of people use the internet or digital technology to hurt, humiliate, upset or threaten someone else.

The new advice has been supplied by the Police Service of Northern Ireland (PSNI) and circulated by the Department of Education's pupil support team.

It said that cyberbullying, trolling, sexting, and sexual exploitation can 'have a devastating impact on the lives of our children and young people'.

The advice is in line with recent guidance jointly issued by Childline and the government Minister for Internet Safety and Security, Baroness Shields. Baroness Shields said: 'Growing up has never been easy but today the virtual world presents a whole new set of risks which are unfamiliar to parents.'

'The challenge of keeping children safe online requires the full support and cooperation of parents, industry, charities and the government.'

CyberSafe campaigner Michaela Walsh has urged schools to equip students and parents with the knowledge and skills to deal with online bullying. Walsh, who established the CyberSafe

charity in 2015, was a victim of cyberbullying.

She recently addressed school pupils at Loyola College, Belfast, telling them: 'From the age of fourteen to sixteen I was tormented by online bullies. I didn't know how to stop them. I felt alone and even tried to take my own life. My parents found me.'

'They had no idea what had been going on. With their support, I was able to rebuild my confidence that the bullies had tried to destroy.'

Speaking to this newspaper after the event, Miss Walsh issued a strong appeal to parents: 'Parents, please talk to your children about their online lives. Be open with them so that if they ever need to confide in you about problems they're experiencing online, they will.'

© Chief Examiner

For use with Question 1.

Article 2 is taken from a monthly online and print magazine targeted at teenage girls (online edition). The magazine is part of Lagan Publications, a large publisher of consumer and business magazines in Northern Ireland.

Cyberbullying: Don't suffer in silence

Seventeen-year-old Michaela was pretty, bright, outgoing, and popular at school. She had a string of 'A' grades at GCSE and over a hundred friends on Facebook.

One Sunday night, Michaela's parents found her unconscious in her bedroom. Michaela had attempted to overdose because she was being bullied online.

Shocking. Yet not by any means an isolated case. Cyberbullying, or online bullying, is a growing problem for young people in Northern Ireland.

So what is cyberbullying? Usually done anonymously from behind a screen, it can take many forms including posting on social networking sites, instant messaging/chatrooms, or text (including sexting). It can be a really scary form of bullying, possibly involving a lot of people, and can reach you wherever you are and make you feel like there is no escape.

Michaela has fought back against these digital bullies.

Two years ago Michaela founded the CyberSafe charity because she wants to educate young people about the potential dangers of this form of bullying.

Michaela regularly speaks at school assemblies and youth groups. She recently spoke to a group of young people in Belfast.

'I kept the cyberbullying a secret,' she said. 'My mum and dad thought I had the perfect life. And, at the start of secondary school, I did. At first I had a great group of friends but I ended up pushing them away. I was receiving messages on social media telling me I was fat, ugly and that no one liked me. To begin with I ignored the messages. But they became a daily occurrence. It pushed me over the edge. I felt so alone.'

'After reading some particularly venomous comments one Sunday afternoon, I thought I couldn't carry on and I took a lot of tablets.'

Michaela's ordeal came to an end when she was finally able to share her problem and she is now urging young people to do the same.

'Don't suffer in silence. Tell someone,' she says.

This could be your mum, dad, or a school-teacher. Or you could contact the charity Childline on 08001111. Or CyberSafe at cybersafe.net. Childline say that bullying is one of the most common subjects that young people talk about. They recommend three initial steps to tackle social media bullying:

- block the person who is bullying you
- take a screenshot of the bullying
- talk to an adult you trust.



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