



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2018

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]

THURSDAY 17 MAY, AFTERNOON



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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- 2 You are a reporter for the **Daily News**, a UK national tabloid newspaper which is published every day.

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 **Daily News**. Your news story should be based on the following information. A headline will **not** be required.

It's 9am and you are starting your shift in the newsroom. The news editor asks you to follow up on a press release from the police about a hit-and-run incident. The short release has been emailed to the news desk and has brief details. It says a man believed to be in his late twenties was taken to Maltry Hospital last night after being struck by a car sometime between 10.30pm and midnight. He is currently in intensive care with serious head injuries. No one has contacted the police to report the accident. The press release quotes Sergeant Jane Brookes from Maltry police. She says: "The injured man was found lying by the side of the A229 Maltry to Broadford road, near to the junction with the Westbank Road. He had suffered serious injuries and it's believed he was struck by a car." She adds: "As yet police have been unable to establish his identity and are appealing for help from the public. The man is described as around six foot tall, with dark hair. He was wearing a navy tracksuit."

You phone the police press office and speak to senior press officer Sarah McAleavey. She tells you the police have now received some more information from a motorist who was driving along the Westbank Road close to where the accident happened, just after 10pm last night. The male motorist was overtaken by a silver Mazda sports car, driving at excessive speed. Sarah states: "Police are appealing for the driver of the silver Mazda, or any other drivers or pedestrians who were in that area between 10pm and midnight, to contact them."

You phone the press office at Maltry Hospital to check on the condition of the man and press officer Janet Rae tells you he is in a serious but stable condition.

You begin to write your story but then you get a call from one of your contacts. Barry O'Hanlon runs a chain of gyms and sports clubs across south-east England and is involved in promoting sporting events. He's ringing to tip you off about a possible story in the Under-21 England football team. He says he was at the team's first training session this morning and new striker Billy Deeney wasn't there. He says: "The manager, Derek Riddel, said something about Deeney being unavailable – but you don't stand up your team mates if you want to be included in the squad. There's something not right. The lads all seemed really down in the mouth when they were playing."

Examiner Only	
Marks	Remark

You phone the public relations company for the Under-21 England team, Blue Note Communications, and speak to Joanne Avery. She tells you the team is not currently making any comment but manager Derek Riddel will be speaking at a press conference the police will be holding at midday.

You phone the police press officer Sarah McAleavey again, and she confirms that the conference is being held at Maltry police station.

At midday you go along to Maltry police station. Chief Inspector Dave Duggan leads the conference. He says police have now identified the injured man as footballer Billy Deeney, who is 20 and from Norwich. He tells the conference: "Our thoughts and prayers go out to Billy's family. He's in a stable condition in the Maltry Hospital, but he's suffered serious leg and internal injuries."

He tells the conference that Billy Deeney was found on the side of the A229, near to Reaville Park, at 11pm last night. He says: "It's believed Billy was out jogging when he was hit by a car." The Chief Inspector can't confirm that the car involved was the silver Mazda. He says a 31-year-old man has been arrested on suspicion of dangerous driving and leaving the scene of an accident without reporting it.

The Under-21s team manager Derek Riddel also speaks to the conference. He says all Billy's team mates are thinking of him, and he adds: "He's a great kid with an amazing footballing career ahead of him."

The quality of written communication is assessed in this question.

Question 2(a) Answer:

Examiner Only	
Marks	Remark

[25]

Examiner Only	
Marks	Remark

2 You have received the press release below from the singer and actress Tiara Terry.

(b) Spend **20 minutes** writing a **headline** and short **news story** based on this press release. **The headline and story must total 80 words.** This story will also be for tomorrow's edition of the *Daily News*.

For immediate release

It was already set to be a special night, but now the charity bash of the year has the seal of approval from TV soap star Tiara Terry. The 22-year-old Asian actress and singer will host the *Gift of Hope* charity summer ball, one of the must-attend events for the great and good.

Announcing the news today, Tiara said: "I am delighted to be supporting this amazing charity. The work they do in finding bone marrow donors for victims of blood diseases is incredibly important." She added: "People who need bone marrow donations, who are black or Asian like me, have only a 20 per cent chance of finding a donor match, as *Gift of Hope* desperately need more black and Asian donors on their register."

The star-studded ball will be held at top London hotel The Eastbury, where guests will dine on food from the latest celebrity chef, before dancing the night away.

Tickets cost up to £5,000 a head – but it's all for a great cause. *Gift of Hope* says every year 2,000 people in the UK need a bone marrow transplant after being diagnosed with blood diseases which affect their immune system. A donation of bone marrow can help, but only if the donor's tissue type matches. But two thirds of UK patients won't find a matching donor in their families.

Charity Director Anthony Teller said: "In 2017 we helped more than 1,200 people with blood diseases find a donor match."

Ends

Notes for Editors

Tiara Terry has played the single mother Tracey Cairns in the long-running TV soap drama *Paradise Road* since 2015. Last year she released her debut single *Boys and Girls*. Working with top fashion designers, she has produced a lingerie collection called *Just For You*, and has her own perfume, *Tiara*.

The *Gift of Hope* charity administers the UK's Marrow Transplant Donor List. The charity has worked for 20 years to find suitable bone marrow donors for those suffering from blood diseases. The charity is committed to curing blood diseases through marrow and stem cell donation.

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

- 3 Below is a news article about the rescue of migrants en route from Libya to Italy that has been written for the *UK Times*, a daily national quality newspaper. 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 news article and then complete the following sub-editing tasks:

- **Reduce** the word count. To do this, draw a line through **three paragraphs** you want to **delete**.
- Write the new paragraph **number sequence** in the order you want them to appear in the space provided on page 13;
- Compose an appropriate **headline** for the article in the space provided on page 13;
- **Select one photograph** to accompany the article by indicating your choice in the space provided on page 13; and
- **Write a caption** for the photograph of no more than **10 words** in the space provided on page 13.

News article

1. On Monday Greek authorities reported they had returned 15 migrants to neighbouring Turkey.
2. The huge influx has put a strain on Italy's refugee reception centres, with many running out of beds to accommodate the new arrivals.
3. Thousands of migrants have been rescued off the coast of Libya by the Italian coastguard and charity boats.
4. The rescue of about 5,000 migrants on Tuesday was their busiest day of life saving in recent years, said the Italian coastguard.
5. In the run-up to regional elections in France, some are predicting that the growing migrant problem will see conservative and far-right parties making substantial gains.
6. As the rescue boats arrived, the migrants – many from Somalia and Eritrea – cheered, and some jumped into the water and swam towards the rescue ships. Others carefully carried babies on board.
7. The boats were weak and not properly equipped for a voyage across the Mediterranean to the shores of Italy, and the migrants had set off with very small amounts of petrol in the overloaded vessels. They had hoped to make it at least 15–20 miles out to sea and then wait for rescuers to come to their aid.
8. The operation took place around 20 miles north of Tripoli. Charities including Proactiva Open Arms and Doctors Without Borders worked together with Italian naval ships to save thousands who had been travelling in small wooden boats.

Examiner Only	
Marks	Remark

9. A think-tank for the European Union has recommended more funding for the Western Balkans region, an area which is both a source of migration to other parts of Europe and a key transit route for other migrants.
10. All reached their destination safely. This rescue came just a week after more than 1,200 migrants were rescued in the exact same area. Tens of thousands of Africans choose this particularly dangerous route to Italy as a gateway to a better life in Europe, alongside those fleeing wars in countries like Syria and Afghanistan.

Examiner Only	
Marks	Remark

Photograph 1



© AygulSarvarova / iStock / Thinkstock

Photograph 2



© scanrail / iStock / Thinkstock

Photograph 3



© Rawpixel Ltd / iStock / Thinkstock

Photograph 4



© Discha-AS / iStock / Thinkstock

New paragraph number sequence _____

Headline _____

Photograph Number _____

Caption _____

[10]

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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 national quality newspaper.

Music industry calls for piracy crackdown

THE music and film industries have called for greater penalties for those convicted of online piracy after a new report revealed a sharp increase in the number of people who illegally download content to avoid paying.

A spokesman for the Entertainment Industry Association (EIA), which represents recording companies and distributors, said: "Piracy is a crime and is just the same as robbing the artist and the music business over the counter. Unless the performer and the industry can be sure of a modest return for their effort and investment then the business will be killed off and the consumer will lose the opportunity to see and hear new talent. Industry is doing all it can to prevent piracy but government and the courts must also play a part in seeking to deter those who would steal from the business."

Almost a third of UK internet users who stream or download music, TV and films have done so illegally, a new report has found. According to the latest figures from the independent consumer charity Netwatch, digital piracy rose in the three months to the end of January, compared with the previous quarter. It found that 19 per cent of users had accessed content illegally, up from 16 per cent in the previous three month period.

However, Netwatch also said the rise in online music piracy coincides with an increase in internet users illegally accessing all forms of digital content, from 58 per cent

to 61 per cent in the same quarter. Music is the most popular digital media pirated, accounting for 285 million of the 388 million items of content illegally accessed over the three-month period.

The report also found that 31 per cent of internet users who regularly access content such as music, film and TV shows online have done so illegally. As many as 26 per cent of people, who count themselves as regular online music fans, had illegally accessed content in the same three-month period.

Ivor Pluggin, chief executive of Netwatch, said: "The industry is clearly losing money because of piracy but it is difficult to stop young people taking advantage of new technology to download entertainment. You cannot put them all through the courts."

Not all artists agree with the EIA about the issue. Wilko Wallace, drummer with the indie rock group The Snakemakers, warned music bosses risk alienating fans. "There's an important part of me that says illegal downloading is just a modern version of what we did in the 1980s, which was home taping. If fans really like the sounds, some of them might buy the music. If they don't buy it they might buy a concert ticket, T-shirt or other merchandising.

"The industry is just playing King Canute with a new generation. Let the kids rock."

For use with Question 1.

Article 2 is taken from a popular daily tabloid newspaper.

Let the kids rock, says Wilko

MILLIONAIRE rock star Wilko Wallace last night blasted music bosses and 'greedy artists' over a billion dollar battle with music pirates.

New figures revealed a shock increase in illegal downloading and sparked fresh calls from industry moguls for tougher laws and longer court sentences for offenders – mostly young fans.

Drummer Wilko, who shot to fame in 1995 with British Indie band The Snakemakers, went to war for the pirates when he spoke from his home in Cardiff.

He said: "Let the kids rock. Let them have the music. They don't have any money.

"Bootlegging is a part of rock and roll history and has never done artists any harm. It's the fans' way to give two fingers to the men in Versace suits and ties."

Consumer charity Netwatch, which released the latest figures, revealed almost

a third of UK internet users who stream or download music, TV and films do it illegally despite the risk of jail.

But Wilko is missing the beat according to top American rap star Peppasprae, who rapped the knuckles of music pirates and their supporters at this year's Brit Awards.

Accepting the best new artist title, he told an audience of two million fans watching on TV: "You are stealing the bread from my family's table. You wanna listen, you gotta pay. I ain't gonna work for nothing."

But the controversial British drummer, who wrote the 2012 top 10 hit High Tech Robbery, hit back at the US rapper: "Peppasprae's got no family and he has too many tables. He doesn't need another million bucks."

Peppasprae is set to tour Europe and the UK next month.

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