

New
Specification



Rewarding Learning

ADVANCED
General Certificate of Education
2018

**Journalism in the Media and
Communications Industry**

A2 Unit 1

**Cross-Platform Journalism and
Digital Interactivity**

[AJR11]

TUESDAY 22 MAY, AFTERNOON

**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

AVAILABLE
MARKS

1 You are a cross-platform reporter who covers the city of Granton, 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 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 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]

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)

**AVAILABLE
MARKS**

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

AVAILABLE
MARKS

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]

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]
---	---	---------

AVAILABLE MARKS

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

Indicative Content

Website 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 a 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:
 - There has been an incident on one of the rides at Crazy Times, a local funfair and six young people have been reported injured.
 - The eye-witness account of Trevor Smith as it is a primary source and adds contextual detail such as the young people being thrown to the ground and the fair being packed with children upset by the incident.
 - Details of the social media posts by @ShirleyT and @Greengirl47 can be included, however, the post by @Debs11, alleging the ride was “dodgy” should not be used as it is unsubstantiated and potentially libellous.
 - Details concerning the previous incident in 2007 can be included, however it should be made clear that blame cannot be attributed to Crazy Times for either incident.

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) You investigate further and receive the following additional information throughout the day.

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

Write a script of **240 words** for a **radio news package report**. This report will be broadcast at **5pm**. 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 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 script) 	[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 script) 	[13]–[18]

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 script) 	[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 script) 	[1]–[6]

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

Indicative Content

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.
- The candidate will be expected to adhere to the inverted pyramid structure in this 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:
 - The fact that the young people are being treated in hospital, their conditions and that none have been seriously injured should be made clear.

**AVAILABLE
MARKS**

- The quotation from Superintendent Liz Green which gives details about the joint investigation and the appeal for witnesses to come forward should be included.
- The quotation from witness Millie Madden can be included in edited form. Her final statement – “I think I saw some rusty bolts on that ride so frankly I’m not surprised. The place should be shut down” – should not be used as it is an unsubstantiated allegation and potentially libellous.
- Reference to Crazy Times managing director Derek Long’s statement should be made.
- The fact that the funfair is closed until the police and Health and Safety Executive investigation concludes is of public interest and should be included.

AVAILABLE MARKS

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).

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 incident. [15]

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 <p>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</p>	[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	The candidate demonstrates: <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	The candidate demonstrates: <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)

AVAILABLE
MARKS

65

- 2 You are the producer of the evening regional television bulletin for a public service broadcaster for Northern Ireland.

The list of **8** stories below is available for today's bulletin. The bulletin will air at **6.30pm**.

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

Read the following 8 stories. Select the **top 3 stories** you think would appeal most to the audience. 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 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	<p>The candidate demonstrates:</p> <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	<p>The candidate demonstrates:</p> <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	<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 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**Priority/Lead Story:**

Story 6: This story involves a significant public health risk to thousands of people living in the Belfast area and therefore affects the greatest number of people.

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 1 – This is important as a significant amount of money has been awarded to this project, which has a potential health benefit for men. It also places Queen's University and Belfast in a wider context as the results of the research could have world-wide implications. However, it does not affect as many people as story 6, so it should not lead the bulletin.

Story 2 – The record rainfall levels make this a significant story for the farming community.

Story 5 – 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 story 6 and so should not lead the bulletin.

Story 7 – This could be in the top three stories as the rate of suicide in Northern Ireland is the highest in the UK, and the actor is raising awareness of the issue.

Candidates will be expected to discount:

Story 3 – it has no relevance to Northern Ireland.

Story 4 - would be unlikely to feature as it does not actually affect Northern Ireland.

Story 8 – it is relevant but speculative.

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

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 role and purpose of Ofcom in regulating broadcast journalism.

or

4 Discuss the different production considerations for television and radio news broadcasts.

or

5 Discuss how the growth of citizen journalism has impacted professional journalism.

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, grammar and 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, grammar and 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, grammar and 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 basic 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]

3 Discuss the role and purpose of Ofcom in regulating broadcast journalism.

Indicative Content

- Ofcom is the communications regulator for the UK and operates under a number of Acts of Parliament including the Communications Act of 2003. Its remit includes television, radio and video-on-demand. The Communications Act states Ofcom's principal duty is to further the interests of citizens and consumers, where appropriate by promoting competition, but its role and purpose is also to ensure consumers are protected from unscrupulous practice and to deal with complaints from consumers about content. Ofcom is accountable to parliament.

In relation to broadcast journalism it seeks to ensure:

- a wide range of high-quality television and radio programmes are provided, appealing to a range of tastes and interests
- television and radio services are provided by a range of different organisations
- people who watch television and listen to the radio are protected from harmful or offensive material
- people are protected from being treated unfairly in television and radio programmes, and from having their privacy invaded
- viewers of video-on-demand services are protected from harmful content
- The Ofcom broadcasting code and guidance are familiar to all professional programme makers and journalists and cover such fundamental issues as

AVAILABLE
MARKS

accuracy, impartiality, fairness, privacy, the television watershed, elections and referendums, religion, offensive language and commercial references. It is constantly being updated to take account of new issues or developments.

- Ofcom found that journalist Jon Gaunt had breached the broadcasting code during a live interview on Talksport. Ofcom received 53 complaints about the programme, which aired in November 2008.
- News journalists must also consider their behaviour when in pursuit of a story to ensure it conforms to the Ofcom code and guidelines which cover practices such as ‘doorstepping’ or surprise interviews. The code states this should only take place if:
 - a request for an interview has been refused;
 - it has not been possible to request an interview;
 - to request one would compromise a significant investigation.
- When interviewing the bereaved, the code warns broadcasters that interviewees may need special consideration as ‘vulnerable persons’ who may be unable to give informed consent to be featured in a programme.
- In 2013, Ofcom received 1,460 complaints about news bulletins. A total of 35 cases were investigated and in 11 cases a breach was found to have taken place of its codes, rules or licence conditions.
- In 2006, Ofcom ruled GMTV had breached its rules over harmful material when it broadcast CCTV footage, released by police, of the moments leading up to a fatal knife attack. It said the tone of the introduction did not convey any sense of warning about the shocking images and the broadcast had the potential for causing offence to viewers.
- In 2011, Ofcom ruled that Bangla TV was in breach of its rules on election coverage during a programme called *Jonotar Moncho*. The programme addressed the mayoral election in London but did not give a full list of candidates and was therefore deemed favourable to the Labour party candidate.

Credit any other valid material.
(AO1, AO3)

[25]

25

- 4** Discuss the different production considerations for television and radio news broadcasts.

Indicative Content

- There are many similarities between radio and television news broadcasts – both must be clear, concise and tell the story in a structured and compelling way. However, journalists working in radio and television news have different production considerations.
- Unlike radio, print or online news, where the words are the most important element, TV is above all else a visual medium. At its best, that means that the pictures tell the story. A TV reporter will either shoot his or her own pictures for a story, or work closely with a camera operator to get the shots he or she wants to help tell the story.
- The TV reporter should not simply describe what is in the pictures but write a script to complement them. The words may be delivered via a voiceover or we may see the TV reporter, often in a location relevant to the story to

AVAILABLE
MARKS

provide context for viewers – for example, outside the court where a trial is being heard or at the scene of a crime.

- Pictures may be freshly shot for the particular story, or they may be library images. Sometimes, often for resource or time reasons, a TV report may use a series of generic shots to provide a backdrop to the script. When using pictures from other sources, TV journalists must also consider copyright issues.
- Some stories are by their nature visual and work particularly well on TV. An example is Prince William's marriage to the then Kate Middleton in 2011. A report by the BBC's royal correspondent Nicholas Witchell captured the event and sense of occasion. As well as shots showing the grandeur of Westminster Abbey, it included shots of the couple saying their vows, and the reactions of their families and other guests.
- TV can also powerfully capture the horror and magnitude of events – many people still remember the TV pictures of the planes hitting the Twin Towers during the 9/11 terrorist attacks in New York.
- Because of the impact and immediacy of TV, journalists must consider taste and decency issues when using pictures, for example the al-Jazeera news channel and BBC's decision to broadcast footage showing the injured Libyan leader Col Gaddafi being held by rebel fighters in 2011.
- TV news reports can also use graphics to present complex information or new technologies to tell stories. For example, in December 2015 the BBC used 360-video (panoramic views) to show preparations on the spacecraft that took Tim Peake, a British astronaut, to the International Space Station.
- TV is still a relatively expensive medium that takes greater planning and resources, whereas a radio reporter can be out reporting on an incident within minutes using cheap portable equipment. The distinction has broken down in recent years however with the emergence of smartphone technology that can be used by multi-platform journalists to shoot and edit basic TV footage.
- If TV news pictures capture the moment, for radio it's more about a soundbite that encapsulates the story, so when choosing contributors radio journalists look for clear communicators.
- People are often doing something else while listening to radio news broadcasts, such as driving or cooking dinner, and so reports need to use words effectively to be attention grabbing, clear and compelling. They paint a picture with words, and radio journalists have to be particularly skilled at describing what the listener can't see.
- For packages, radio reporters typically interview people, isolate the soundbites that best tell the story and link them together with a script. Like TV reporters, radio news journalists must consider location when covering a story. For example, a radio reporter might record a piece about the effect of rising prices on consumers from a busy market to record the atmosphere as background audio for their reports. Not only will there be lots of people to interview about the issues, the sounds – market holders selling wares, buzz, conversation, the jangling of change – all add to the story and bring it to life for listeners.

Credit any other valid material.
(AO1, AO3)

[25]

25

- 5 Discuss how the growth of citizen journalism has impacted professional journalism.

Indicative Content

- The growth of technology (including the Internet, blogs, podcasts and streaming video) over the past two decades has allowed the emergence of 'citizen journalism' – amateurs who gather and distribute news using digital platforms such as Facebook, Twitter and YouTube. The increasing sophistication of smartphone technology now allows ordinary people to tell the kinds of stories that used to be the preserve of professional journalists.
- Citizen journalism has been a valuable source of information to journalists, especially where professional journalists struggle to gain access to a country, for example during the Arab Spring of 2011. The contribution of citizen journalists – often ordinary people caught up in events – mean that stories that otherwise might not be covered are presented to a global audience.
- An example of how citizen journalists often contribute to the work of professional journalists is the 2011 documentary Syria's Torture Machine. It used professionally shot footage along with clips that had been uploaded to social network sites by local people caught up in the violence and unrest.
- In 2011, citizen journalist Tim Pool live streamed the New York Occupy Wall Street protest using a mobile phone. The fact that he was involved in the protests allowed him greater access to events than some professional journalists. His footage was used by many established media outlets including NBC. Another example is a documentary by Jeff Deutchman called 11/4/08. It uses crowd-sourced footage to tell the story of the day after Barack Obama was elected US president.
- Citizen journalism presents verification issues for professional journalists. Footage captured by citizen journalists and information reported must be checked before being used in professional news reports. Lack of training, skills and adherence to professional ethics (such as objectivity) means that the news material gathered by citizen journalists may be skewed, selective, subjective or inaccurate.

Credit any other valid material.
(AO1, AO3)

[25]

25

Section B

25

Total

100

**AVAILABLE
MARKS**