



Rewarding Learning

ADVANCED
General Certificate of Education
2019

**Journalism in the Media and
Communications Industry (JMC)**

A2 Unit 1

**Cross-Platform Journalism and
Digital Interactivity**

[AJR11]

TUESDAY 21 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 subsequent 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]

Levels of response and indicative content for this question are located below and on subsequent 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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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 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:
 - a chimpanzee, not a gorilla, has escaped at Granton Zoo and staff are currently searching for him. There are 250 visitors in the zoo and they have been led to secure areas by staff. The zoo and the police say there is no danger to the public.
 - in the online story, Graham Morrison's quotation should be prioritised as he is a witness and this brings the story to life and adds contextual detail such as there being lots of small children at the zoo.
 - panicked patrons in the reptile enclosure is a valid angle but must not be sensationalised.

Language and style

- The candidate will be expected to write in a style appropriate to a hard news online 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.

Levels of response and indicative content for this question are located below and on subsequent 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]

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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, AO2)

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 as befits a longer news package.
- 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 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 chimpanzee has been safely recaptured in the zoo grounds should be included.
 - Graham Morrison’s comment about the chimpanzee being off zoo grounds should not be used as it is false.

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MARKS

- Fred Duncan’s information about the circumstances of the escape should not be used, as it is unsubstantiated and potentially libellous. However, the point about Max’s age and a potentially violent animal escaping may be included.
- Information from the zoo spokeswoman and Granton Zoo chief executive Linda Hargreaves’ statement should be included but in an edited format.
- Reflecting the incident happened on a busy day at the zoo during the summer holidays would add context to the radio package.
- The detail about the police helicopter could be used to add a sense of drama and atmosphere.
- The quotation from Rebecca McGrath from Wild and Free should be included as the fact they have called for an inquiry into safety procedures at the zoo is newsworthy. The stance on zoos also gives the story wider context.

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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 for use by a broadcast reporter).

Credit any other valid material. [25]

(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. 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)

AVAILABLE
MARKS

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2 You are the producer of a UK national public service broadcaster's radio news.

The list of **8 stories** below is available for today's bulletin on the broadcaster's flagship station. The bulletin will air at **6pm**.

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

Read the following 8 stories. Select the **top 3 stories** you think would appeal most to the listeners. Then write the opening **15 seconds** of the **news bulletin script**, headlining the top 3 stories that you have selected (3 words per second).

Levels of response and indicative content for this question are located below and on subsequent 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
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Indicative Content

Story Prioritisation Rationales:

Priority/Lead Story:

Story 8: This story involves the accidental deaths of young people and has relevance nationwide.

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 relevance and appeal and therefore demonstrate the candidates' knowledge of the target audience and news values:

Story 1 – This is important as it will affect thousands of UK holiday makers and therefore could be in the top three stories.

Story 4 – This story involves record-breaking temperatures which affect the entire UK, the greatest number of people affected by any story.

Story 5 – This story affects many parts of the UK and has a clear sense of urgency because of rescue services being at 'breaking point'.

Story 7 – This story has world-wide implications as it may be a potential medical breakthrough.

Candidates will be expected to discount:

Story 6 – it only has relevance to Scotland and is a speculative, whimsical story not suited to a national public service bulletin.

Story 3 – this is more suited to a commercial radio station or one with a younger target audience.

Story 2 – 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

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MARKS

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 roles and responsibilities of the journalist in relation to the fourth estate.

or

4 Compare and contrast the different functions of journalism and public relations professionals.

or

5 Discuss the differences in news output between the BBC and commercial broadcasters in the UK.

Levels of response and indicative content for these questions are located on the following pages.

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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)

AVAILABLE
MARKS

- 3 Discuss the roles and responsibilities of the journalist in relation to the fourth estate.

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MARKS

Indicative Content

- In 1841, Thomas Carlyle wrote: ‘Burke said there were Three Estates in Parliament; but, in the Reporters’ Gallery yonder, there sat a Fourth Estate more important far than they all.’ (Edmund Burke was an eighteenth-century MP). In today’s normal usage, the term ‘fourth estate’ indicates that journalism is one of the pillars of democracy – an institution which underpins other democratic institutions.
- Journalism performs an important role in democracies by keeping citizens informed about the things they need to know and supplying voters with the information required to make rational electoral and economic choices.
- Fundamentally, the role of journalism is to report ‘news’ – facts and information. However, as well as news stories, the media and in particular newspapers provide investigative reports, background information, analysis, and opportunities for debate and discussion. All of these are vital if a healthy, open democratic society is to function properly.
- In 2000 Lord Bingham, the Senior Law Lord, said: ‘The proper functioning of a modern participatory democracy requires that the media be free, active, professional and enquiring’. The democratic principle of a ‘free press’ is linked to freedom of speech – meaning that people have the right to freely express their views and opinions, and to question or criticise the government. If the media was not free to report truthfully on events, important information might be hidden and voters would remain in the dark.
- Where speech is truly ‘free’, the media is independent and not controlled by the government. In many countries, this is far from the case, even in countries which contain some elements of democracy, e.g. Russia or Turkey. In some undemocratic countries which do not have a free, independent media, journalists face the threat of death for reporting what those in government do not want reported. In 2016, 59 journalists were killed globally. The danger faced by journalists was also highlighted in the attacks on the French satirical newspaper *Charlie Hebdo* in 2015, in which 12 people were killed.
- Journalism serves as a ‘watchdog’ by monitoring the political process in order to ensure that elected representatives carry out the wishes of the electors, and that they don’t abuse their positions.
- Journalists thus have a responsibility to cover public affairs in depth. They need to understand how central and local government works, including the roles of Prime Minister, cabinet and government; and concepts such as the electoral system, political parties, funding and lobbying, and the structure of local government.
- Journalists can form and influence opinion. They choose how much importance should be attached to a story based on the amount of information given and its positioning in a bulletin or newspaper. This power can be abused: for example, in November 2016 the *Daily Mail*, *Daily Telegraph*, the *Sun* and *Daily Express* were criticised for using their front pages and online editions to personally attack High Court judges after a legal ruling that a Parliamentary vote was needed before Article 50 could be triggered.
- Unlike the press, broadcast media has a legal duty to be impartial and to present all angles of political and current affairs stories. This is particularly important in the run-up to major elections as each political party must be given proportionate air time.
- In today’s digital age, the emergence of ‘fake news’, which came into prominence during the American presidential election of 2016, has made the role of professional journalism more important than ever. Although ‘fake

news' has always been around – in the shape of propaganda – social media sites such as Google and Facebook have greatly facilitated the dissemination of false but click-worthy stories. In this challenging digital environment, it is vital that professional journalism remains truthful, ethical and trustworthy.

Credit any other valid material.
(AO1, AO3)

[25]

25

- 4 Compare and contrast the different functions of journalism and public relations professionals.

Indicative Content

Journalists

- The main function of journalists in a democratic society is to provide accurate information, to hold power to account, add to public debate on important issues and to entertain. For example, the BBC reflects these ideals in its mission which is to 'inform, educate and entertain'.
- Some consider the media, especially the press, to be the 'fourth estate' of society – a kind of watchdog that holds the government and other powerful interests to account. According to this definition, journalists represent ordinary people by asking questions of those in power. An example of this is broadcasters' election coverage in the UK which seeks to give all the major parties a fair chance to air their policy ideas and be scrutinised.
- The media often reveals information powerful people or organisations would prefer to be kept hidden, the 2009 Parliamentary expenses scandal being one example. Another was the Daily Telegraph's 2016 story on then England football manager Sam Allardyce. Reporters posing as businessmen secretly recorded him offering to help them to get around FA third party ownership rules and provisionally agreeing payment for his advice. He later resigned as England manager.

Public relations professionals

- Like journalists, the role of PR professionals is to communicate with the public. But the key difference is that they openly do so to advance the interests of the individuals and organisations, including governments, businesses, and charities, that pay for their services. The PR industry has grown in recent decades. At the same time the media industry has come under increasing financial pressure. Media commentator Roy Greenslade and others believe that there has been a shift in the power balance between the two favouring the PR industry.
- Like journalists, PR professionals use a variety of tools to communicate with the public including digital and social media, events, other marketing tools and the media itself. They may also advise clients on the best ways to communicate behind the scenes. For example, the Labour governments of Tony Blair and later Gordon Brown developed a reputation for 'spin', with high-profile 'spin doctors' such as Alastair Campbell being accused of blurring the lines between legitimate PR and media manipulation.
- Journalists have long had a complex but mutually beneficial relationship with PR professionals. Journalists want information – including statistics, facts and figures, pictures and copy as well as access to powerful people – to produce their stories. PR practitioners want to get their clients' message across or protect their reputation by minimising unfavourable coverage.
- However, the relationship can be problematic as the objectives of journalists and PR professionals are frequently at odds. Journalists are expected to be impartial and balanced in their work, whereas PR professionals are expected

to promote their clients' interests. Journalists often see PR professionals as 'gatekeepers' of the powerful people they want to reach. This was taken to extremes by the late disgraced PR man Max Clifford who boasted that he kept more stories about his famous clients out of the papers than he got in.

Credit any other valid material.
(AO1, AO3)

[25]

AVAILABLE
MARKS

25

- 5 Discuss the differences in news output between the BBC and commercial broadcasters in the UK.

Indicative Content

- All UK broadcasters, including the BBC, are subject to the Ofcom code when it comes to broadcasting news. That means that in order to qualify for a licence to broadcast in the UK, they must follow the principles set out in section 5 of the Ofcom code. This states that they must ensure that news, in whatever form, is reported with due accuracy and presented with due impartiality.
- According to the Cambridge Dictionary, public service broadcasting is television and radio programmes that are broadcast to provide information, advice, or entertainment to the public without trying to make a profit.
- Commercial broadcasters fund their programmes mostly through selling advertising.

The UK and Northern Ireland broadcasting landscape

- In the UK, the four main terrestrial broadcasters of news are the BBC (British Broadcasting Corporation), ITV (Independent TV), Channel Four and Five. The BBC and ITV both deliver national and regional news programmes.
- There are also dozens of independent radio stations across the UK and Northern Ireland. Most of these are commercial stations and sell advertising; some are community stations and may be run by volunteers or be funded by charitable donations.
- The national television news which is broadcast on ITV, Channel Four and Five is produced by ITN (Independent Television News), another media company. Despite this, we can see differences in the way the news bulletins look and sound.

Production techniques and audience

- The stories producers choose to include in news bulletins and the style in which they cover them can be quite different.
- BBC News at Ten is currently the most watched news programme in the UK with an audience of more than four-and-a-half million people. It lasts 45 minutes. Its aim is to appeal to as many people as possible and it has the entire resources of the BBC's local, national and international reporting teams available to it. This means it can be inventive in the way it covers stories, using graphics and stylish filming techniques. The presenter Huw Edwards dresses in a formal suit and sits behind a desk. However, the set shows the BBC newsroom behind the presenter, suggesting the bulletin is at the heart of the news operation.
- Channel Four news is broadcast at 7pm, not a traditional slot for news, and at 55 minutes is longer than any other television bulletin. Channel Four news promotes itself as providing 'in-depth news and current affairs'. The bulletin often does not lead on the same story as the other broadcasters and it often includes more foreign and international news and many reports will be longer than those on ITV or BBC. It has a more diverse range of reporters and

presenters, including more women, black and Asian people, and the only UK reporter who is veiled, Fatima Manji. The senior presenter Jon Snow wears colourful ties and socks to liven up his formal suits. Often the programme will do interviews with its reporters overseas, for example in the USA, for up to five minutes. This is a cheaper and quicker way of covering a story, as opposed to filming and editing a news package, but can also allow for more analysis. It aims to appeal to people who want to hear 'different' and more detailed news, who are more interested in the news itself, rather than the way it is presented. There are advertising breaks in Channel Four news.

- When it launched in 1997, Channel Five's news bulletin was revolutionary as it featured news readers standing up, rather than sitting behind a desk. Now this technique is used by many broadcasters. The presenters are often the only person on the set. The programme tends to focus on the big story of the day. There are advertising breaks in the news bulletin. The style of bulletin reflects the glamorous and celebrity-led style of the channel. It appeals to its audience, who may be younger and want their news to look different, or may not be as interested in news as they are in entertainment programmes on the channel.
- BBC Radio Ulster has news bulletins on the hour and longer bulletins at key moments during the day. The tone of the bulletins is sombre and the news readers speak calmly and clearly.
- The BBC Radio One Newsbeat programme is aimed at young people aged 16-25. In order to appeal to this audience it covers a lot of news from the music industry and celebrity news and it uses music throughout its news bulletins. The presenters are young and speak quickly; the length of time spent on a news story is short. There is no advertising in Newsbeat but you do hear idents (jingles identifying the stations) and trails for other BBC Radio One programmes. All these production decisions demonstrate the type of audience the programme is aimed at.
- Commercial radio, e.g. Cool FM, promotes itself as 'Northern Ireland's Number 1 for music' suggesting that its output is mostly focused on that. Its news bulletins are shorter, and may be read by younger presenters, and may feature music.

Credit any other valid material.
(AO1, AO3)

[25]

25

Section B

25

Total

100

**AVAILABLE
MARKS**