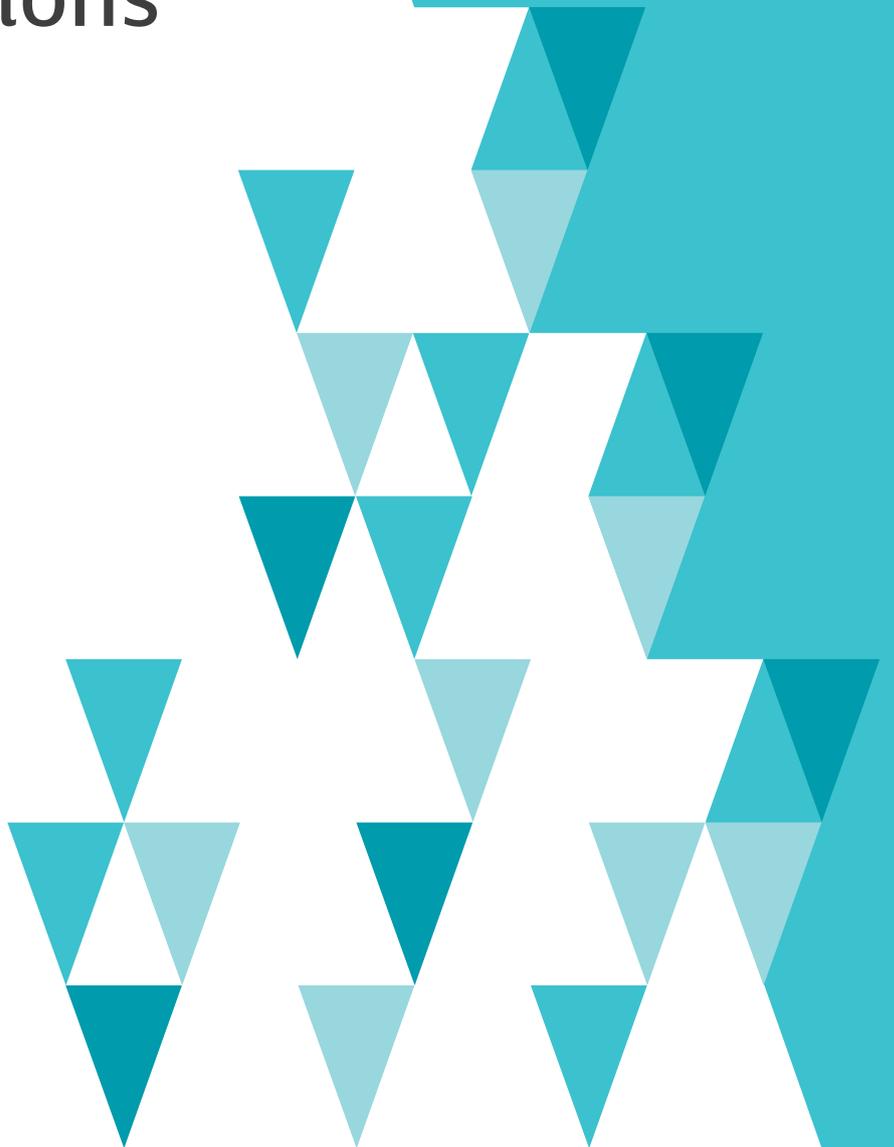


GCSE



Chief Examiner's Report
Journalism in
the Media and
Communications
Industry

Summer Series 2018



Foreword

This booklet outlines the performance of candidates in all aspects of CCEA's General Certificate of Secondary Education (GCSE) in Journalism in the Media and Communications Industry for this series.

CCEA hopes that the Chief Examiner's report will be viewed as a helpful and constructive medium to further support teachers and the learning process.

This booklet forms part of the suite of support materials for the specification. Further materials are available from the specification's microsite on our website at www.ccea.org.uk.

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GCSE JOURNALISM IN THE MEDIA AND COMMUNICATIONS INDUSTRY

Chief Examiner's Report

Very few centres entered candidates for the new specification examinations in the summer of 2018. The papers in the new format were accessible to a wide range of candidates and it was encouraging to see some very good responses.

Assessment Unit 3 Industry, Theory and Practice

Unsurprisingly there were very few candidates for this first series of the revised specification's externally assessed component. Consequently, it is difficult to comment meaningfully on the performance of the candidature. Overall, the teachers and candidates who prepared for this first series of external assessment should be commended for the effort and commitment invested. The following comments are made with a view to assisting in the preparation for future series.

There did not appear to be any problems with the new platform or assessment format and all candidates responded to all questions. While the spell check function is not available to candidates, the demand for accurate QWC remains. Candidates were not penalised for what was considered to be 'typos'; nevertheless, the volume of such typing errors was surprising and candidates should recognise the importance of reviewing their responses - particularly for tasks that assess a journalistic product - to ensure as much accuracy as possible.

The Section A responses were pleasingly accurate and teachers had prepared candidates well for this new style of assessment. Candidates' ability to recall key facts in this section was generally impressive.

The other new section, Section D, was also approached admirably and a range of marks was awarded to this task. Candidates had made good use of the pre-release material but there were indications that they were unwilling to deviate from a prepared response in order to consider the information released within the examination setting. A few candidates tried to incorporate all of the new information, diminishing the efficacy of the article. It may be beneficial to remind candidates that the skills of selection and prioritisation are still in play for the material released mid-exam for Section D.

The remaining sections have strong roots in the legacy examination style and focus. For this reason it was disappointing to note that, for example, press release formatting conventions were omitted in a number of responses, the understanding of the purpose of a press release was not always secure and that the language of sources were analysed for Question 12.

The comments made in previous Chief Examiner Reports about captions, press releases and the comparison of the two given articles would prove useful for this revised specification also.

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