



Rewarding Learning

**ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2019**

**Journalism in the Media and
Communications Industry**

AS Unit 1

Journalism in Print

[SJR11]

THURSDAY 16 MAY, AFTERNOON

**MARK
SCHEME**

GCE AS JOURNALISM IN THE MEDIA AND COMMUNICATIONS INDUSTRY

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

Spend **40 minutes** completing the following task. Space for your answer is provided on the pages after the articles.

Compare and contrast the following elements for article:

- news angle and content
- language and style
- target audience and ownership

Levels of response and indicative content for this question are located below and in subsequent sections 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 both articles' use of news angle and content, language and style• sustained and confident awareness of different target audiences and purpose with thorough consideration of article sources• a highly developed ability to comparatively analyse and evaluate both articles in relation to content, style and ownership• clear critical judgement and independent thinking in their reasoning and arguments• a consistently high quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology fluently and effectively to justify arguments and responses	[16]–[20]

3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of both articles' use of news angle and content, language and style • sound awareness of different target audiences and purpose with consideration of article sources • a good ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • sound critical judgement in their reasoning and arguments • a good quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology appropriately to justify arguments and responses 	[11]–[15]
2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of both articles' use of news angle and content, language and style • a straightforward awareness of different target audiences and purpose with some consideration of article sources • an uneven but satisfactory ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • some critical judgement in their reasoning and arguments • a satisfactory level of written communication including spelling, punctuation and grammar, as well as organisation of information, with an uneven application of journalistic terminology to justify arguments and responses 	[6]–[10]
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of both articles' use of news angle and content, language and style • a limited awareness of different target audiences and purpose with little attempt to consider the article sources • little ability to comparatively analyse and evaluate both articles in relation to content, style and ownership • limited critical judgement in their reasoning and arguments • a level of written communication including spelling, punctuation and grammar, as well as organisation of information, that is characterised by repeated errors and misapplication of journalistic terminology 	[1]–[5]

**AVAILABLE
MARKS**

[0] is awarded for a response not worthy of credit.

Indicative Content for both articles

- **Article 1** is for a UK-wide audience and initially focuses on the audience's familiarity with the ITV drama *Northtown Abbey*, which is of more importance to its audience than the cricket club in Churchport or a charity match in aid of a local school.
- The overall tone of **Article 1** is humorous: it uses a number of cricketing puns. It also uses tabloid-style words – “hit” series; “branded” the crew; “demanding”.
- UK tabloid newspapers are owned by companies interested in boosting readership and selling advertising to make money. Tabloids do not generally cover local ‘public interest’ style stories, although they do occasionally run campaigns. Maintaining a good relationship with the media company that makes *Northtown Abbey* is more vital for a national tabloid than offending a small town cricket club, as demonstrated by the extended quotation from representative Karen Light.
- Sources used in **Article 1** are reflective of the C2DE target readership (groundsman, local man), whereas **Article 2** prioritises the more prominent figure of Sir Reginald Belvedere.
- **Article 2** prioritises the damage to the cricket club, and the fact that the charity match may be in jeopardy, which is of importance to its target audience. The fact that the club chairman is quoted directly demonstrates both that the paper regards his comments as important.
- The overall tone of **Article 2** is more serious than **Article 1**, reflected in its repeated references to historical background – “the 192-year-old club”; “set up by a Churchport vicar” and the implications for the local school.
- Many local newspapers in the UK are owned by large companies which have a ‘stable’ of local titles. However, there are still numerous traditional and long-standing local newspapers which are a part of the local community. A large portion of their income will come from advertising revenue from local businesses, therefore it is important for local newspapers to support local institutions (such as sports clubs, schools, etc).
- The owners of local newspapers would be keenly aware that many readers purchase the publication to access coverage of local events (e.g. charity, school, sporting events).

Credit any other valid material.
(AO1, AO3)

[20]

20

AVAILABLE
MARKS

2 You are a reporter for **Granton News**, a **regional newspaper** which is published every day, covering the Grantonshire area in the north of England.

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

Levels of response and indicative content for this question are located below and in subsequent sections on the following pages.

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 writing brief in terms of style and format and their role as a reporter • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • 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 story content • an engaging, effective and persuasive style of language in the presentation of their story • a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (240–260 words) 	[20]–[25]
3	The candidate demonstrates: <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 reporter • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to select and prioritise source material in terms of both news value and reliability with sound structuring and ordering of story content • a good and appropriate style of language in the presentation of their story • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (230–270 words) 	[14]–[19]

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 reporter • a straightforward awareness of target audience and purpose with some consideration of the type of publication • an uneven but adequate ability to select and prioritise source material in terms of both news value and reliability with adequate structuring and ordering of story content • a straightforward but mainly appropriate style of language in the presentation of their story • a satisfactory level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (220–280 words) 	[7]–[13]
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 reporter • a limited awareness of target audience and purpose with little consideration of the type of publication • little ability to select and prioritise source material in terms of either news value or reliability with basic structuring and ordering of story content • a basic and mainly inappropriate style of language in the presentation of their story • a level of written communication including spelling, punctuation and grammar, as well as organisation of information that is characterised by repeated errors and minimal ability to work to the word limit (below 220 words and above 280 words) 	[1]–[6]

**AVAILABLE
MARKS**

[0] is awarded for a response not worthy of credit.

Indicative Content

- The candidate will be expected to adhere to the inverted pyramid structure in this news writing exercise (i.e. Who? What? Where? When? Why? How?).
- The candidate will be expected to ensure that all the most important information is included in the opening two paragraphs as per a hard news format – the fact that a major puppy smuggling operation has been uncovered is key.
- 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:
 - Although the crime has a wide geographical dimension, the story focus on the Granton angle should be prioritised (this may take a number of forms).
 - How many animals were rescued? (132, not the 160 cited in the tweet).
 - What information can be included? All sources can be potentially quoted or cited in the material except the RSPCA's spokeswoman's off-the-record comments, as this may lead to contempt of court.

- The candidate will be expected to write in a style appropriate to the hard news brief (i.e. factual with no speculation).
- The candidate's writing will be expected to reflect the interests of the target audience.

Credit any other valid material.
(AO1), (AO2)

[25]

You have received the press release below from Granton Athletic Football Club.

- (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 *Granton News*.

Levels of response and indicative content for this question are located below and on the following page.

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 reporter • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • a highly developed and discerning ability to select and prioritise source material in terms of news value with confident and effective structuring and ordering of the content used in their story introduction • an engaging, effective and persuasive style of language in the presentation of their story and headline • a consistently high quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (75–85 words) 	[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 and their role as a reporter • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to select and prioritise source material in terms of news value with sound structuring and ordering of the content used in their story introduction • a good and appropriate style of language in the presentation of their story and headline • a good quality of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (70–90 words) 	[8]–[11]

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 reporter • a straightforward awareness of target audience and purpose with some consideration of the type of publication • an uneven but adequate ability to select and prioritise source material in terms of news value with adequate structuring and ordering of the content used in their story introduction • a straightforward but mainly appropriate style of language in the presentation of their story and headline • a satisfactory level of written communication including spelling, punctuation and grammar, organisation of information and an ability to work to the word limit (65–95 words) 	[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 and their role as a reporter • a limited awareness of target audience and purpose with little consideration of the type of publication • little ability to select and prioritise source material in terms of news value with basic structuring and ordering of the content in their story introduction • a basic and mainly inappropriate style of language in the presentation of their story and headline • a level of written communication including spelling, punctuation and grammar, as well as organisation of information that is characterised by repeated errors and minimal ability to work to the word limit (below 65 words and above 95 words) 	[1]–[3]

**AVAILABLE
MARKS**

[0] is awarded for a response not worthy of credit.

Indicative Content

- The candidate will be expected to adhere to the pyramid structure in this news writing exercise (i.e. Who? What? Where? When? Why? How?).
- The candidate will be expected to ensure that all the most important information is included in this short word count.
- The candidate will be expected to write facts and to cite and quote sources accurately (e.g. paraphrasing the club chairman or Sporting Lottery Fund spokesman’s comments to meet the word count whilst retaining the original meaning).
- The candidate will be expected to reflect the main story in the headline – this may take different angles (e.g. focusing on the fact that the grant has saved the club from winding up).
- The candidate will be expected to write in a style appropriate to this short brief (i.e. factual in the main text with a headline that reflects the story).

Credit any other valid material.
(AO1), (AO2)

[15]

40

3 Below is a news article that has been written for the *Ballynamuch Times*, a local weekly 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 feature article and then complete the following sub-editing tasks:

- **Correct** errors in **spelling** in the copy below. There are **10 errors** in total. Write the corrections in the space provided on page 12;
- 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.

Levels of response and indicative content for this question 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 brief in terms of style and format and their role as a sub-editor • sustained and confident awareness of target audience and purpose with thorough consideration of the type of publication • a highly developed and discerning ability to locate errors and correct them accurately (9–10 errors corrected) and choose an appropriate and effective accompanying photograph • an engaging, effective and persuasive style of language in the presentation of the headline and caption 	[9]–[10]
3	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a good knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a sound awareness of target audience and purpose with consideration of the type of publication • a good ability to locate errors and correct them accurately (6–8 errors corrected) and choose an appropriate accompanying photograph • a good style of language in the presentation of the headline and caption 	[6]–[8]

2	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a satisfactory knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a straightforward awareness of target audience and purpose with consideration of the type of publication • an uneven but adequate ability to locate errors and correct them accurately (3–5 errors corrected) and choose an appropriate accompanying photograph • a straightforward but mainly appropriate style of language in the presentation of the headline and caption 	[3]–[5]
1	<p>The candidate demonstrates:</p> <ul style="list-style-type: none"> • a basic knowledge and understanding of the brief in terms of style and format and their role as a sub-editor • a limited awareness of target audience and purpose with consideration of the type of publication • minimal ability to locate errors and correct them accurately (0–2 errors corrected) with an ineffective choice of photograph • a basic and mainly inappropriate style of language in the presentation of the headline and caption 	[1]–[2]

AVAILABLE MARKS

[0] is awarded for a response not worthy of credit.

Indicative Content

AVAILABLE
MARKS

Sub-editing Task

Corrections:

- | | | |
|----|-----------------------------------|-----------|
| 1 | reccycling to recycling | (para 1) |
| 2 | illiteracy to illiteracy | (para 3) |
| 3 | disaese to disease | (para 3) |
| 4 | previosly to previously | (para 4) |
| 5 | counsel to council | (para 6) |
| 6 | comunity to community | (para 7) |
| 7 | materiel to material | (para 8) |
| 8 | recieving to receiving | (para 10) |
| 9 | desparately to desperately | (para 10) |
| 10 | priviledge to privilege | (para 11) |

Headline:

The headline must reflect the main focus of the article (recycling and charity shops are funding humanitarian work in West Africa) and be written in a style to appeal to the newspaper's target readership.

Photograph selection: (from highest to lowest suitability)

- Photograph 4 – bric a brac – this image reflects a major theme of the story (charity shops).
- Photograph 1 – landfill – this reflects a major theme of the story in that landfill is being avoided.
- Photograph 3 – algebra on blackboard – this image denotes the subject of a school, which is mentioned in the article, but it is an abstract image and a more minor angle.
- Photograph 2 – old books – this image is the narrowest choice in the selection.

Caption:

The caption must enhance the main focus of the image and offer further insight to the reader.

Credit any other valid material.
(AO2)

[10]

10

Section B

AVAILABLE
MARKS

Candidates answer **one** question from this section.

Spend **25 minutes** writing your response.

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

4 Discuss how newspapers have adapted to challenges in the past ten years.

or

5 Discuss the importance of the law of Contempt of Court to print journalists.

or

6 Discuss the content and style of newspapers with reference to target audiences.

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

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 analyse the main discussion points with clear critical judgement• a consistently high quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology fluently and effectively to justify arguments and responses	[25]–[30]
3	The candidate demonstrates: <ul style="list-style-type: none">• a good knowledge and understanding of the chosen issue with sound awareness of different perspectives• purposeful use of examples taken from their own study to illustrate arguments• a good ability to analyse the main discussion points with evidence of sound critical judgement• a good quality of written communication including spelling, punctuation and grammar, as well as organisation of information, applying journalistic terminology appropriately to justify arguments and responses	[17]–[24]

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 satisfactory ability to analyse the main discussion points with evidence of some critical judgement • a satisfactory quality of written communication including spelling, punctuation and grammar, as well as organisation of information, with an uneven application of journalistic terminology to justify arguments and responses 	[9]–[16]
1	<p>The candidate demonstrates:</p> <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 to illustrate arguments • little ability to analyse the main discussion points with limited evidence of critical judgement • a level of written communication including spelling, punctuation and grammar, that is characterised by repeated errors and misapplication of journalistic terminology and a lack of organisation 	[1]–[8]

[0] is awarded for a response not worthy of credit.

**AVAILABLE
MARKS**

Indicative Content for Questions 4, 5 and 6 is provided on the following pages.

4 Discuss how newspapers have adapted to challenges in the past ten years.

Indicative Content

- Newspapers have continued to adapt to changing times in an effort to retain and build their audiences. Nearly all newspapers now have a website, although most have struggled to make money from them. Some newspapers, including *The Times*, charge readers via a paywall to access content but sign-ups have generally been slow. The *Sun* took its paywall down in 2015, adding millions to its online reach, yet failing to attract significant advertising revenue.
- Nearly all national newspapers also have a mobile app, reflecting the fact that people increasingly access information, including news and entertainment content, on mobiles/tablets.
- People tend to have shorter attention spans when browsing online and as well as adapting to this format, newspapers tailor their online content to cater for browsing behaviour (i.e. to catch people’s attention quickly). The idea of simply putting the day’s copy and pictures on a newspaper website has changed and now online newspapers present news in a more visually engaging way. This includes making use of infographics and embedded video, often with automatic subtitles so people can follow the story while out and about without headphones.
- Newspapers now routinely incorporate citizen journalism into their reports. Citizen journalism is both a benefit to newspapers in terms of being able to tell richer and more diverse stories, and a threat – increasing the competition for professional outlets. This is especially so when citizen journalists are the first ones to break a story, although there is still a place for professionals to verify the facts and add information and context. For example, the story of a plane landing on the Hudson River in New York in 2009 was first broken by a bystander on Twitter but subsequently added to by professional outlets.
- Recognising the volume of news that can be consumed in today’s digital age, many newspapers have increased the amount of analysis, comment and expert opinion to help readers interpret unfolding or complex news stories. Weekend titles such as *The Sunday Times* and *The Observer* have increasingly reflected this trend.

Credit any other valid material
(AO1, AO2, AO3)

[30]

30

AVAILABLE
MARKS

5 Discuss the importance of the law of Contempt of Court to print journalists.

AVAILABLE
MARKS

Indicative Content

- Contempt can take many forms but the most serious for journalists is publishing material which creates ‘**a substantial risk of serious prejudice or impediment to legal proceedings which are active**’ (Section 2, Contempt of Court Act 1981). A **serious prejudice** might include the publication of previous convictions, or merely suggestions that a suspect is guilty, e.g. that he or she has a bad character or is dishonest. Such material could be argued to ‘prejudice’ the deliberations of a jury.
- The strict liability rule in this Act means that contempt can occur regardless of whether or not the journalist intended to interfere.
- When the question of a defendant’s identity is central to a case, it is contempt to publish their picture.
- If a newspaper publishes an opinion piece discussing a topic which is relevant to an ongoing trial, it could be accused of contempt. However, it can defend itself under Section 5 of the Contempt of Court Act 1981 if the piece did not name the trial.

Contempt of court also includes:

- Using sound recording equipment or publishing a sound recording (Section 9).
- Failing to reveal a source to a judge.
- Disobeying an injunction. To breach any type of court injunction is contempt of court. In a journalistic context it is contempt to reveal somebody’s identity that had been protected by the courts by means of a super injunction. A number of high profile celebrities have recently used super injunctions to prevent the press publishing stories about them.

Examples of contempt of court

- In February 2016, a judge found that the content of an article published in GQ magazine was in contempt of court because it seriously risked prejudicing the ongoing phone-hacking trial of Rebekah Brooks. The article, an ‘observational piece’, implied that Brooks was a ‘disreputable woman’ and the judge said it had mounted ‘an improper attack’ upon Brooks.
- In September 2015, the *Shetland Times* was fined £1,250 after publishing a defendant’s picture during his trial. Handing down the fine, the judge noted that the issue of identification in the trial by witnesses was pertinent enough to warrant the penalty.

Credit any other valid material.
(AO1, AO2, AO3)

[30]

30

6 Discuss the content and style of newspapers with reference to target audiences.

AVAILABLE
MARKS

Indicative Content

Content

National: National newspapers target the largest number of people in the United Kingdom. They report economic, political and social developments that are the subject of debate.

When they highlight a story from a region or local area it is because it illustrates a wider issue with which readers across the country can identify.

Sports coverage is focused upon the performance of national teams, international and national competitions.

Regional and local: Regional and local newspapers report economic, political and social developments that are the subject of debate in regional political forums such as the Scottish parliament, Welsh and Northern Ireland Assemblies and local councils.

When they highlight a national story it is because it may have an impact at regional or local level, (e.g. NHS cuts, UK-wide severe weather warnings).

Sports coverage is focused upon the performance of regional and local teams and competitions.

Other: Some newspapers are targeted at more specific audiences, for example, *The Financial Times*, *The Economist*, *Metro*.

Style

Quality: The style of quality newspapers is measured in a bid to ensure a balanced and serious approach to its reporting and features writing.

In news reporting, slang is avoided. The use of plain English, without clichés and jargon, is preferred.

Tabloid: The style of tabloid newspapers is more humorous and nakedly political. Stories can be frivolous, sensational and emotive in a bid to entertain and engage the target audience.

The use of clichés and slang is encouraged and wordplay is creative.

Popular journalism has given the language a number of memorable new phrases and words which neatly summed up an event in a headline. Tabloid newspapers (e.g. *The Sun*, *Daily Star*) have represented the feeling of national grief and/or outrage with headlines that are purposefully emotive and shocking in the wake of terrorist attacks.

Credit any other valid material.
(AO1, AO2, AO3)

[30]

30

Total

100