



Rewarding Learning

**General Certificate of Secondary Education
2019**

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

**Unit 1: The Journalism Industry and
Skills for Journalism**

[GJR11]

TUESDAY 22 JANUARY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that GCSE 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. The mark schemes should be read in conjunction with these general marking instructions.

Assessment objectives

Below are the assessment objectives for GCSE Journalism in the Media and Communications Industry.

Candidates must:

- recall, select and communicate their knowledge and understanding of the specified content in context (AO1);
- analyse and respond to media texts, evaluate data and make reasoned judgements (AO2); and
- construct and evaluate their own media items and present them in a manner appropriate for audience and purpose (AO4).

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 16-year-old which is the age at which the majority of candidates sit their GCSE 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 16-year-old GCSE candidate.

Awarding zero marks

Marks should be awarded for valid responses and no marks should only be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

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.

Mark Bands

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which mark band to award, examiners should bear in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular band to award to any response, examiners should use the following guidance.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

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.

In this paper this is assessed in Questions **2(a)**, **2(b)**, **4**, **5** and **6**.

Section A

AVAILABLE
MARKS

This section tests **AO1 knowledge and understanding**.

- 1 From the list below, **select four duties** that you would expect a radio broadcast journalist to carry out.

Give one reason for each selection.

Candidate response time: 5 minutes.

Example 1 – Write scripts for news bulletins [1]

Reason: After researching news stories, it is up to a broadcast journalist to write the story in a journalistic style so it can be read out in a radio bulletin. [1]

Example 2 – Conduct interviews [1]

Reason: Interviewing people involved in the news is part of the everyday duties of a broadcast journalist so that the interviewee's views and comments can be broadcast to listeners. [1]

Example 3 – Compile news packages [1]

Reason: A broadcast news journalist is responsible for putting together all aspects of coverage of a news event in a news package. [1]

Example 4 – Generate ideas for news stories [1]

Reason: A broadcast journalist must use his or her news sense to identify news stories which will be of interest and importance to their target audience. [1]

8

- 2 (a) **Compare and contrast** how the online regional compact daily newspaper and the homepage of a national red top tabloid newspaper develop their **coverage** of the story. You should consider – the information used/the detail of coverage/the angle taken.

Candidate response time: 9 minutes.

Candidates may choose to cross-reference evidence and/or approaches from the two sources or they may treat each source separately. Both styles of response are equally creditworthy.

Mark Band 3 ([8]–[10])

Characterised by a sound understanding in:

- considering the different levels of and approaches to information present in the articles
- considering the impact of the target readerships and how these differences feed through to the presentation of information in each article
- analysing a range of appropriate examples from both sources
- selecting an appropriate form and style of writing with information organised clearly and coherently
- using correct spelling, punctuation and grammar.

Mark Band 2 ([5]–[7])

Characterised by an understanding that is competent and straightforward in presenting:

- an overall grasp of the different levels of information present in the articles
- comments about the target readerships for these two types of articles and the possible effect on the level and type of information included in each
- a series of suitable, relevant examples some of which will be supported by analysis
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

Mark Band 1 ([1]–[4])

Characterised by some basic understanding in presenting:

- some of the broad differences in level and detail of the information present in the articles
- some general remarks about different target readerships may be offered
- some examples to support a general grasp of the main differences
- a response which may lack clarity and may contain significant grammatical, punctuation or spelling errors.

Mark Band 0 ([0])

Characterised by no attempt to respond to question.

Checklist for both articles

Typical of a red top tabloid homepage, Article B is shorter than the online regional compact paper's article. Article B's approach is lighthearted and irreverent.

By contrast Article A adopts a more considered approach, giving greater detail and highlighting the seriousness of the case.

- Article A focuses entirely on the serious nature of the case and doesn't try to trivialise the case before the court.
- Article A provides detail of the original case which led to the farmers' protest.
- Article A provides detailed background to the farmers' protest, quoting the farmer who ushered the sheep into the courtroom.
- Article A goes into the detail of Contempt of Court law by quoting District Judge Smallton saying: "I won't allow anyone to interfere with the administration of justice."
- Article A details the seriousness of the case in a measured way (e.g. includes Judge Smallton's reference to the possibility of a heavy fine).
- Article B focuses more on the spectacle of the sheep and the disarray of the courtroom scene rather than the gravitas of the case or the farmers' protest.
- Quoting a senior barrister, Article B does not focus on his views on legal points of the seriousness of the case rather on the debacle of the courtroom scene.
- Through including the quotation from the barrister ("Her worship was standing on the bench screaming"), Article B deliberately presents the chaotic nature of the events humorously rather than focusing on the serious interference in the administration of justice.
- Article B does not quote the two farmers' reasons for the protest.
- Article B mentions the worst possible penalty for contempt of court, i.e. a prison sentence.
- Article B quotes unknown lawyers in a way to further diminish the importance of the case.
- By including a joke competition, Article B's message to its target readers is that this case is fun rather than serious.

Credit any other valid material.

[10]

AVAILABLE
MARKS

- (b) **Compare and contrast** how **language and tone** are used to support each article's approach to the story.

Candidate response time: 11 minutes.

Candidates may choose to cross-reference evidence and/or approaches from the two sources or they may treat each source separately. Both styles of response are equally creditworthy.

Mark Band 3 ([9]–[12])

Characterised by a sound understanding in presenting:

- a clear analysis of how language develops and creates a tone that is appropriate to each type of article
- the central differences in the desired outcomes for these two articles based on a confident recognition of the target readerships
- a perceptive use of examples to demonstrate how language has been used to achieve goals for each of these two articles
- an appropriate form and style of writing with information clearly and coherently organised
- correct spelling, punctuation and grammar

Mark Band 2 ([5]–[8])

Characterised by an understanding that is competent and straightforward in presenting:

- an overall grasp of how language develops and creates a tone that is appropriate to each type of article
- comments about the main differences in the desired outcomes for these two articles based on a recognition of the target readerships
- a series of suitable examples that show a broad understanding of how language has been used to achieve different goals for each of these two articles
- an appropriate style of writing where meaning is clear although there may be some errors in spelling, punctuation and grammar.

Mark Band 1 ([1]–[4])

Characterised by some basic understanding of:

- the way in which language can be used to develop tone in the two articles
- the main differences in the two articles and that this is due to different target readerships
- how language has been used through an attempt to present examples some of which may be relevant and may be supported by simple content
- a suitable style of response which may lack clarity and may contain significant errors in grammar, punctuation or spelling.

Mark Band 0 ([0])

Characterised by no attempt to respond to question.

Checklist for both articles

Article B repeatedly uses puns, word-play and alliteration to support its irreverent tone.

- Article A’s headline immediately sets the tone for more serious content by factually stating the key events.
- The tone in Article B is immediately set as lighthearted through the use of the pun created by the playful spelling in the headline.
- Article B’s intro further sets the mocking tone with the derisory play on sheep terms (“Ewe mutton be baaaaad”).
- Article A refrains from employing sheep puns or any other form of wordplay.
- Article A is more precise, mentioning “ten” sheep whereas article B refers to “a herd of sheep”.
- Article B uses alliteration to undermine the seriousness of the situation facing the farmers (“war of the cut price cutlets”).
- The use of the word-play in the final par of Article B (“cheap SuperSheep”) further undermines the farmers’ protest and presents the article’s irreverent approach to the story.

Credit any other valid material.

[12]

22

Section A

30

**AVAILABLE
MARKS**

Section B

**AVAILABLE
MARKS**

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

3 Assess the **news value** of the five breaking stories below for the **evening weekday news** for a **Northern Ireland regional television bulletin**.

Select the **three** stories that would have the **best news value**.

Give **one** reason for each choice.

Candidate response time: 13 minutes

Use the criteria below in conjunction with the suggested reasons which follow:
Award [1] mark for each valid selection.
Award marks for reasons given as follows:

3 marks: to a wholly convincing explanation

2 marks: to an answer that offers legitimate, if not entirely credible explanation

1 mark: to a general response that has some basic validity

Story 1: The Belfast Giants secure new sponsorship deal [1]

Reason: The Belfast Giants has a significant fan following. The potential controversy surrounding the sports team’s affiliation with an energy drink company is also newsworthy. There are opportunities to interview the chairperson of the team and/or play library footage of previous matches. [3]

Story 2: Robbery in Omagh [1]

Reason: This crime story includes an appeal from the police. The robbery included violence against the victim making it an extreme offence. The number of robberies in the area may indicate a pattern and highlighting vigilance to residents in Omagh would be important. There are opportunities to interview a PSNI representative and/or Deirdre McCay. [3]

Story 3: Budget Cuts will mean fewer ambulances [1]

Reason: The Health Service is a major concern for audiences. Further economic austerity impacting on the NHS would be of interest. There are opportunities to interview paramedics, representatives from the Dept of Health, patients, etc. Graphics illustrating the series of budget cuts could also be employed. [3]

12

4 You are the Public Relations Officer for the Met Office.

The Met Office is the national weather service which forecasts the weather and advises citizens of adverse weather conditions. Severe weather conditions have been forecast due to the effects of a hurricane.

Write a 120-word press release alerting people to the extreme weather forecast.

Candidate response time: 14 minutes

Mark Band 3 ([10]–[13])

Characterised by the skilled development of:

- an appropriate style and format for a press release
- a statement that demonstrates an assured grasp of the required voice and tone
- clear evidence of the target audience for this statement and that they have been a key consideration in the re-formulating of the information clearly and coherently
- clear markers within the statement that emphasise the client’s desire to raise awareness about the severe weather conditions
- accurate spelling, punctuation and grammar with fluent expression that creates a succinct, commanding and persuasive statement within the word limit.

Mark Band 2 ([5]–[9])

Characterised by a conscious and generally successful attempt to produce:

- an appropriate style and format for a press release
- a statement that demonstrates some understanding of the required voice and tone
- a text that recognises the target audience and clearly reorganises the information in the statement
- some clear markers within the statement that may emphasise the client’s desire to raise awareness about the severe weather conditions
- generally fluent expression that creates a persuasive statement close to the word limit
- generally accurate expression, although there may be some errors in spelling, punctuation and grammar.

Mark Band 1 ([1]–[4])

Characterised by a basic attempt to:

- create a suitable format and style of writing
- adopt a tone that is appropriate for this type of statement
- present a text that is likely to be heavily reliant on the original information, which demonstrates an attempt to organise the material and has a rudimentary sense of audience
- use suitable spelling, punctuation and grammar that may contain errors.

Mark Band 0 ([0])

Characterised by no attempt to respond to the question.

[13]

13

Checklist of possible angles/approaches

Any one of the following:

- Potential dangerous effects of Hurricane Pedro
- Infrequent but significant nature of the Met Office issuing a red warning.

Section B

25

AVAILABLE MARKS

Section C

AVAILABLE
MARKS

This section tests **AO2** and **AO4 evaluating evidence, making reasoned judgements and presenting items in a manner appropriate for audience and purpose.**

- 5** As the sub-editor of a **daily national newspaper** you receive the photograph and headline below from the News Editor.

The photograph and headline are to be used in an article about health concerns for the Deputy Prime Minister, Tom Smith.

Write a 15–25 word caption for the photograph.

Candidate response time: 5 minutes

Mark Band 3 ([5])

Characterised by:

- a fluent sentence/question/statement which adheres to the stated word limit
- content that reinforces/enhances the direction implied by the headline
- a tone that ties in with the serious view inherent in the headline and image
- accurate spelling, punctuation and grammar.

Mark Band 2 ([3]–[4])

Characterised by:

- a straightforward sentence/question/statement that falls within the stated word limit
- content that generally implies the direction suggested by the headline
- a tone that has taken some cognisance of the serious view inherent in the headline and image
- mostly accurate spelling, punctuation and grammar.

Mark Band 1 ([1]–[2])

Characterised by:

- a basic sentence/question/statement that may fall within the stated word limit
- content that has some loose relevance in relation to the headline
- a rudimentary attempt to use tone
- spelling, punctuation and grammar which may contain significant errors.

Mark Band 0 ([0])

Characterised by no attempt to answer the question.

[5]

5

- 6 You are a reporter with **Country Music Journal (CMJ)**, a monthly magazine focusing on the Northern Ireland music scene. Your editor has asked you to write an article for the upcoming Northern Ireland Female Country Music Singer of the Year competition, to be decided by CMJ’s readership.

Your **200-word article** should focus on the two leading contenders for the award. You should base your article on the following notes and research you have accumulated about the views of the two stars.

Candidate response time: 23 minutes

Mark Band 3 ([14]–[20])

Characterised by a sound and skilled development:

- writing that positively engages the target readership in a sophisticated manner, demonstrating clear evidence of an appropriate form and style of writing and an appropriate angle/direction
- consistent and sustained direction through skilled and purposeful selection of the source material
- confident journalistic structuring that exhibits a close match between audience and purpose with information organised clearly and coherently
- precision in the use of language so that writing is assured and accurate and the article will be of the required length.

Mark Band 2 ([7]–[13])

Characterised by straightforward and generally effective writing:

- engaging the target readership in a straightforward manner endeavouring to develop a suitable form and style of writing and take an appropriate angle and approach
- selecting from source material to generally sustain the article’s direction/angle
- demonstrating a conscious attempt at journalistic structuring to match audience and purpose with coherently organised information
- demonstrating a competent use of straightforward language with spelling, punctuation and grammar employed mainly accurately; the writing may display glimpses of liveliness and the article will be close to the required length.

Mark Band 1 ([1]–[6])

Characterised by basic writing:

- some evidence of an elementary awareness of the target readership
- the article may demonstrate a basic attempt to select an appropriate form and style of writing and take an appropriate angle/direction
- a rudimentary attempt at journalistic structuring of the article to exhibit some simple sense of audience and purpose and a basic attempt to organise information
- demonstrating a very basic level of fluency and accuracy in spelling, punctuation and grammar.

Mark Band 0 ([0])

Characterised by no attempt to respond to the question.

Checklist: Possible direction

- Both singers have been compared to Dolly Parton
- Sandi Arthurs moved from rock to country music
- Wendy Street is a member of a family with a proud country music tradition
- Both singers have expressed a deep love for country music
- Both Wendy and Sandi have received good reviews in Nashville [20]

Section C

Total

**AVAILABLE
MARKS**

20

25

80