

GCSE



CCEA GCSE
Exemplifying Examination
Performance

Journalism in the Media and Communications Industry

This is an exemplification of candidates' performance in GCSE examinations (Summer 2019) to support the teaching and learning of the Journalism in the Media and Communications Industry specification.



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EXEMPLIFYING EXAMINATION PERFORMANCE

GCSE Journalism in the Media and Communications Industry

Introduction

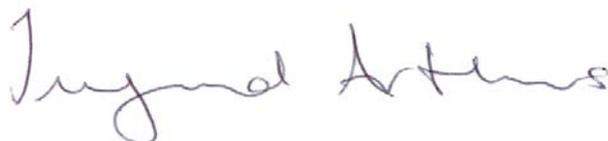
These materials illustrate aspects of performance from the 2019 summer GCSE examination series of CCEA's revised GCSE Specification in 2017.

Students' grade A responses are reproduced verbatim and accompanied by commentaries written by senior examiners. The commentaries draw attention to the strengths of the students' responses and indicate, where appropriate, deficiencies and how improvements could be made.

It is intended that the materials should provide a benchmark of candidate performance and help teachers and students to raise standards.

For further details of our support package, please visit our website at www.ccea.org.uk

Best wishes



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GCSE: Journalism in the Media and Communications Industry

Unit 3: Industry, Theory and Practice

Grade: A Exemplar

Section A: Law, Industry and Cross-Platform Conventions

Q1 In what year was the Freedom of Information Act introduced in the UK? [1]

Student's response

2000

Examiner's comments

Correct identification. (1 mark)

Q2 In the National Union of Journalists' Code of Conduct, what ethical principles are referred to in Point Four and Point Twelve? [2]

Student's response

Point Four: *Differentiating between fact and opinion*

Point Twelve: *Avoid plagiarism*

Examiner's comments

Both Point Four and Point Twelve are correctly identified. (2 marks)

Q3 What is the term given to non-journalists whose media output is used by mainstream media organisations? [1]

Student's response

Contributors

Examiner's comments

Answer not credited. (0 marks)

Q4 Briefly outline an example of protecting sources.

This can be real or imagined. [2]

Student's response

If information is leaked by a whistleblower a journalist would protect his source by not naming them as it could lead to financial or physical damages to them

Examiner's comments

The imagined example succinctly outlines the rationale for maintaining the anonymity of the "whistleblower" source. (2 marks)

Q5 Select **three** duties that you would expect a radio reporter to carry out: [3]

Student's response

Record actuality

Write scripts

Interview sources

Examiner's comments

The candidate correctly identifies the three duties. (3 marks)

Q6 A cross-platform journalist will work across various media platforms.

Identify **two** platforms. [2]

Student's response

Platform One: *Online*

Platform Two: *Print*

Examiner's comments

Two acceptable platforms are identified. (2 marks)

Q7 In broadcast journalism, what are on-screen images such as maps or graphs collectively known as? [1]

Student's response

Graphics

Examiner's comments

Correct identification. (1 mark)

Q8 Look at the news website home page below.

Identify the **three** features labelled A, B and C. They are marked with an arrow.

Type the name of each feature in the appropriate box. [3]

The image shows a screenshot of the BBC News website. At the top, there is a navigation bar with the BBC logo, 'Your account', and various news categories like News, Sport, Weather, etc. Below this is a red banner with the word 'NEWS' and a search bar. Underneath the banner is a secondary navigation bar with links for Home, UK, World, Business, Politics, Tech, Science, Health, Family & Education, Entertainment & Arts, and Stories. The main content area features a large article titled 'Judge rejects bid for Article 50 review' with a sub-headline 'A cross-party group of Scottish politicians wanted to review whether the 1978 Act unilaterally came into force.' This article has a video thumbnail and is marked with a purple circle 'B' and an arrow. To the right of the main article is a 'Watch/Listen' section with several video thumbnails. The first video is 'Scottish silent movie star forgotten by history' (2 hours ago), the second is 'Surgeon's hopes for niece's generation' (3 hours ago), the third is 'How to survive a mountain fire' (2 February 2018), and the fourth is 'Classic cars aim for Monte Carlo or bust' (1 February 2018). A purple circle 'C' and an arrow point to the 'How to survive a mountain fire' video. At the bottom right of the page, there is a copyright notice: '© Text from www.bbc.co.uk/news'. A purple circle 'A' and an arrow point to the search bar in the top right corner.

Student's response

A *Drop down box*

B *Plug*

C *Image*

Examiner's comments

The identification of feature 'C' is creditworthy. (1 mark)

Section B: Sub-editing, Editing and Public Relations

- Q9** Spend **6 minutes** on this question. As the sub-editor of a **national quality daily newspaper** you receive the photograph and caption below from the Travel Editor. [5]



Mount Fumatora, 6,542m high, erupts once a decade on average.

It last erupted in 2011.

The photograph and caption are to be used in an article about exciting places to visit in South America.

Write a 5–12 word headline to accompany the photograph and caption.

Your spelling, punctuation and grammar will be assessed in this question.

Student's response

Sensational South American Sights and Cities

Examiner's comments

The use of alliteration reflects the positive angle indicated in the question's directive. Spelling, punctuation and grammar is accurate (the use of capitalisation was accepted as a convention of headlines). (Band 2: 4 marks)

Q10 Spend **17 minutes** on this question. You are the Public Relations Officer for **Poverty Aid NI**, a charity dedicated to helping people who live below the poverty line. **Poverty Aid NI** is launching an appeal for help in light of a significant rise in the number of people using food banks across Northern Ireland.

Write a 140-word press release which will announce the fund-raising drive.

Base the press release on the notes in the insert provided. These notes were made during a meeting with **Poverty Aid NI**'s Chief Executive, James Doherty, and Director of Fundraising, Cathy Black. [15]

Quality of written communication will be assessed in this question

Student's response

Every Little Helps

Poverty Aid NI needs your help to save our children.

Rent research has found that poverty is prevalent in even the most affluent of areas. For the first time since records began there has been an increase in people feeling the need to go to food banks, with the numbers having risen by 14% in some areas in just three years.

Your help is needed in times like these and this is why we are starting an appeal against hunger, against poverty and against malnutrition. Parents don't even have enough cash to buy healthy meals for their family. According to our Chief Executive the possibility of children in Northern Ireland suffering from malnutrition is 'very real'.

Although you may think of poverty as a thing of the past in Northern Ireland, it is once again at our doorstep. This is why I urge you to join our postal appeal, and fight this great evil.

Embargo : For immediate release

Contact Details : ashannon@astarpr.com

Examiner's comments

A couple of formatting conventions associated with press releases are in evidence ("Every Little Helps" as a headline and Contact Details at the end of the press release). The inclusion of both an embargo and the instruction "For immediate release" indicate an insecure understanding of these formatting elements.

A satisfactory attempt is made by the candidate to re-formulate the information provided in the stimulus material but the structure and sequence of information lack cogency, for example the information about the charity's postal appeal comes at the end of the press release. The candidate also omits important information about the fund-raising drive such as the street collection details and the amount of cash the charity aim to raise.

An appropriate voice for a press release is not adopted; instead the candidate employs direct address and first-person voice. The use of tone is uneven in the response as the attempts to highlight the plight of the impoverished becomes dramatic in places (e.g. "fight this great evil.").

Spelling, punctuation and grammar is adequate-to-good and errors do not generally impede the intended meaning, though a couple of typos were noted.

The required word count is exceeded but the attempt to adhere to the 140 words was adequate. (Band 2: 4 marks)

Q11 Spend **17 minutes** on this question. Assess the **news value** of the five breaking stories below for the **lunchtime news bulletin** for a **Northern Ireland radio news broadcast** in mid-December. [15]

A Puppies are for life not just for Christmas

- Puppy Watch UK has issued an appeal to the public not to buy dogs or puppies as Christmas gifts.
- Spokeswoman, Lara McLean said each January the dog charity has to deal with hundreds of abandoned pups in the greater London area.
- Ms McLean said many of the abandoned pups end up having to be destroyed humanely because people did not realise how much effort was needed to care for a new pet.

B Christmas fairy world record attempt

- Belfast is to attempt to break the world record for the greatest number of Christmas fairies gathered in one place.
- Organisers have called on the public to support the world record attempt on December 17 by coming along to Royal Avenue dressed as a Christmas fairy. They also hope to raise thousands of pounds for charity.
- The current record (6,743 Christmas fairies) was set by the US city of Boston in 2004.
- Police have warned Christmas shoppers to expect delays on the day of the record attempt.

C Senator who championed student visas to retire

- US Republican senator, Sean Doherty-O'Carroll, has announced plans to retire from the Senate after 30 years representing the state of New Mexico.
- Senator Doherty-O'Carroll has strong Irish links as all four grandparents came from Ireland. His paternal grandparents hailed from County Cork while his mother's parents came from Dublin.
- Senator Doherty-O'Carroll was behind the US scheme to admit EU students to the USA on special visas for summer work.

D Northern Ireland junior doctors to strike

- Northern Ireland's junior doctors have announced plans to stage a one-day strike in early January in protest at what they describe is the continuing under-resourcing of the profession.
- Spokesman, Dr John Murray, said junior doctors were being asked to work unacceptably long hours, thereby putting patients at risk.
- Dr Murray apologised for any inconvenience the strike might cause but warned that hospitals were on the verge of collapse.

E Business leader warns of Northern Ireland Christmas trade Slump

- The Northern Ireland Business Owners' Association (NIBOA) has warned that up to 4,000 retail jobs could be lost if immediate action is not taken to counter the rise in online Christmas shopping.
- NIBOA spokesman, John Raffles said many shops across Northern Ireland were merely waiting until Christmas was over before closing their doors.
- Mr Raffles said shops were unable to compete with the lower-overheads of online businesses. He called for Northern Ireland business rates to be lowered.

Select the **three** stories that would have the **best news value**. Give **reasons** for each selection. Consider the most effective **sources** and **presentational features** for each selected story.

Student's response

First Story:

Northern Ireland junior doctors to strike

Reason:

Timely, it would effect many peoples lives, it has proximity and it also has conflict

Sources and Presentational features:

Vox pop on how the general public feel about the strike, interview with Dr John Murray and stock soundbites from previous strikes to use as a stinger

Second Story:

Business leader warns of Northern Ireland Christmas trade slump

Reason:

Conflict about online vs real life shopping, effects many people who could lose their jobs, timely and it has proximity

Sources and Presentational features:

Soundbites from Raffle interview, interview with a local business man, vox pop about whether online shopping is better and stock soundbites of a shop to use as an intro

Third Story:

Christmas fairy world record attempt

Reason:

Bizarre, proximity, charity and timely

Sources and Presentational features:

Interview with the organiser, interview with previous holders, library soundbites from previous record and a vox pop with public about who is going

Examiner's comments

The candidate successfully identifies the three news stories with the best news value.

The reasons offered for the selection of stories D and B have basic validity but rely on generic terms. The reason offered for the selection of story E is convincing. The candidate specifies that the conflict centres on "online vs real life shopping" (for story D's reason, only a reference to "conflict" was offered) and that the impact on people's lives would be the potential loss of jobs.

The sources offered for each story demonstrate a secure consideration of relevant sources and the presentational features reflect the story and radio platform.

(13 marks)

Section C: Journalism Analysis

Q12 Spend **10 minutes** studying both articles in the insert provided.

Article A is from **Celeb**, a **national weekly magazine**, specialising in celebrity news.

Article B is from the homepage of **The Daily Bugle**, a **national red top tabloid newspaper**.

Both articles cover the same story: the break-up of model, Samatha Nalmac and her boyfriend of five years, rock star Matt Simmons.

Spend **25 minutes** answering the question.

Evaluate how the national weekly magazine and the homepage of the national red top tabloid newspaper use **language** and develop their **coverage** of the story. You should consider: the use of language and tone/the information used/the detail of coverage/the angle taken. [20]

Quality of written communication will be assessed in this question.

Student's response

Both headlines are similar, they don't give Samantha her title or name. Article A calls her

'supermodel' and article B calls her 'Sam'. This immediately portrays to us an informal take on the situation, coming from a sensationalised angle. Article B also uses the word 'booted' and calls Matt a 'love cheat', this also shows that an informal tone will be taken as it is an aggressive verb and shows violence. The informality of the headline develops the story by intriguing the reader and catching their attention. Article A also uses a pull quote to enhance the headline.

Both articles open about the breakup, however they do this in different ways. Article A simple quotes Samantha saying she has 'no regrets about her time with .. Matt Simmons', this gives the reader any information they need and fulfils the job of the introduction, thus meaning a reader can continue with out reading on in the article. Therefore deveolping the story as all the saliant information is given at the start. On the other hand Article B does the same thing, but in a much more exciting way. The writer uses phrases such as 'given the boot' and 'bad boy' to senastionalise the article and further intrigue readers to continue.

Article B only covers the breakup and possible reasons for it whereas article A also covers the celebrity side of the story. The writer talks about the previous accolades that Samantha has gained and also talks about the 'string of hit singles' for The Newbies. This would appeal to people wanting to learn about celebrities, this develops the story which printed in 'Celeb'. This is what readers would want to hear about.

Another major difference between the two articles is the interviews. The long interview answers give a more formal tone to the article in A and it is also an 'exclusive' with Samantha which makes the story look more reliable and important. Article B employs the use of an off the record interview with a friend of Samantha,

this adds high drama to the story and is very chatty in its description while article A is more structured and formal. Article B also only uses one line pull quotes to make the interview more digestible.

Article B is very informal in its naming of the couple, it calls Samantha 'Sam' and refers to Matt by a number of names such as 'love rat', 'love cheat', 'sneaky simmons' and 'slippery simmons'. This also adds to the high drama of the article and continues its sensationalisation. Article B does preface both people with names such as 'frontman' and 'the face of Britain', however they also call Samantha by her title 'Ms Nalmac'. This again adds formality and respect to her name while simultaneously degrading Simmons' which shows their angle.

The language in the articles differ greatly, article A is very formal in its language describing the breakup as 'separating by mutual agreement' whereas article B is very chatty referring to it as a 'split'. Article B also makes conclusions about the breakup without any hard evidence stating Simmons 'fed up with Sam's efforts to tie him down' and saying sam was 'furious', this sensationalism increases the sense of high drama and intrigues the reader. Article A however sticks solely to facts and the interview with Samantha, this gives a formal and sophisticated feel. Article B also includes plugs which gives it a more informal feel. Alongside this article B ends with a rhetorical question and contact details, which is again informal.

Examiner's comments

The response indicates a good evaluation of the different angles taken, though is somewhat reliant on repeating the view that Article B adopts a sensationalist angle.

Consistent analysis is offered, successful in part due to the comparison of both articles' approach and use of language.

There is meaningful analysis of the sources used, evaluating the impact of the longer interview responses and "exclusive" interview with Samantha Nalmac in Article A in contrast to the "off the record interview with a friend" used in Article B. The response also offers analysis of how the information was used in both articles, commenting on the different prioritisation of information within each article.

The response demonstrates a confident recognition of the two target readerships and effectively comments on how the use of information and language has been deployed to appeal to the specific target readerships. For example, "the previous accolades that Samantha has gained and... 'string of hit singles'... would appeal to people wanting to learn about celebrities... develops the story which printed in 'Celeb'."

The response also focuses on examining how language has been used to achieve specific effects and offers numerous relevant examples to illustrate these points.

Spelling, punctuation and grammar is excellent. The material is well organised and clarity is sustained. (Band 4: 17 marks)

Section D: Newsroom Task

Q13 Spend **30 minutes** on this question. It is 5.30 am. You are an **online reporter** on a **regional daily newspaper**. You have been assigned to write an article on the constituency election results in England. Your article must be ready for upload as soon as the Returning Officer has announced the result for the crucial constituency area of Devon West and Torrridge. Your editor has said he needs the completed article by 6.00 am.

Your **200-word** article should focus on the most newsworthy elements of the **pre-release material** and the **phased release material** which you will receive over the next five minutes in **three** updates. [30]

Quality of written communication will be assessed in this question.

Phased Release Material for Section D Question 13: (released during first 5 minutes of Part Two of the exam).

At 5.31 am Phased Release Material 1:

You receive a text alert from the Deputy Returning Officer: "The Returning Officer is about to announce the result."

At 5.32 am Phased Release Material 2:

Live television coverage from Devon West and Torrridge polling station:

"I, Ann Waters, the Returning Officer for the Devon West and Torrridge, hereby give notice that the total number of votes given for each candidate at the election was as follows. Janet Davison, 25,866. Quentin Torbin, 4,314. Ashton Pritchard, 4,962. Jashif Nubaq, 26,219. And that Jashif Nubaq has been duly elected to Labour for Devon West and Torrridge."

At 5.34 am Phased Release Material 3:

Tweet from @JashifNubaq:

I am proud and delighted to have been elected as MP for the fine people of Devon West and Torrridge. I will be a strong voice for you! #VoteLabour #VoteNubaq

Student's response

MA Yhem

Controversial Constituency

Our little so called swing state has been plunged into conflict this evening after a high drama evening at the polling station. Life long conservative Janet Davison appeared to pip Jashif Nubaq to the post after having winning in what was dubbed a 'very tight' race. However it came to Mr Nubaq's attention that a staggering 600 ballots had been deemed doubtful, an infuriated Nubaq immediately demanded a recount.

And.....

The decision was changed, with Nubaq securing a shock victory which could spell disaster for Theresa May. Nubaq celebrated his win over Mrs Davison after beating her by a measly 340 votes, anger spilled over after the call for the recount with Mr Davison refusing to speak through a flower and calling Nubaq's actions 'quite ungentlemanly'. This however does not change the result, and we will soon see what Mr Nubaq and the labour party can do for our constituency.

Winners Lap

Nubaq took to twitter to share his excitement after his massive victory, in what is usually a conservative stronghold. Nubaq exclaimed his joy stating 'I am proud and delighted to have been elected as MP'. The Labour man is a former solicitor and says he will use all of that fight to 'be a strong voice for you!' to ensure affordable housing.

Adam Shannon - Political Editor

Examiner's comments

The response incorporates a meaningful selection of both the pre-release and phased release material. For example, biographical information about the two forerunners for the election is used sparingly but effectively as it informs the reader of the political alignment of each key hopeful ("Life long conservative...The Labour man is a former solicitor"); and the phased release material is used to progress the story ("beating her by...340 votes").

An attempt to employ journalistic structuring is demonstrated with varying levels of success. The candidate correctly prioritises one of the key newsworthy elements, namely the high number of doubtful ballots and the relatively unusual process of the recount through the engaging headline ("Controversial Constituency"). The headline also aptly encapsulates the potential ramifications for the government if the seat were not held by a Conservative representative. However, the structuring loses impact as the article lapses into a chronological narrative account of the evening's events.

Overall the writing engages the reader but bias is evident ("staggering...measly") and overly-dramatic language choices point to an insecure understanding of the format (hard news story) and target readership of a regional daily newspaper. For example, "plunged into conflict", "immediately demanded", "spell disaster", "anger spilled over" and "MAYhem". This type of sensationalist language was a weakness within the article.

The response demonstrates a good standard of spelling, punctuation and grammar. Grammatical and spelling errors that could not be attributed to typos are present and were considered in the award of marks.

The article is 217 words and so demonstrates a competent ability to adhere to the set word limit. (Band 3: 16 marks)



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