



*Rewarding Learning*

**General Certificate of Secondary Education  
2014**

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

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

**[GJR11]**

**WEDNESDAY 11 JUNE, MORNING**

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**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** which you would **NOT** expect the **editor** of a **national daily newspaper** to carry out. Give **one** reason for each selection.

**Candidate response time: 5 minutes**

**Example 1**

**Draw up marketing campaign for newspaper** [1]

**Reason:** The editor focuses mostly on editorial content. While he might comment on a marketing campaign this would be drawn up by professional marketing executives. [1]

**Example 2**

**Cover local council meetings** [1]

**Reason:** This would be the duty of a reporter. The editor would not have the time to cover everyday meetings. [1]

**Example 3**

**Collect classified advertising** [1]

**Reason:** This would be the duty of a newspaper's advertising department. [1]

**Example 4**

**Source pictures for newspaper** [1]

**Reason:** The picture editor would carry out this duty, using his or her contacts and knowledge of copyright to locate file pics. They would also direct their photographers to provide photographic coverage of different events. [1]

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- 2 (a) **Compare and contrast** how the regional broadsheet/compact newspaper and the national music magazine homepage 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.

10

### Checklist for both articles

- Typical of a broadsheet, article A is considerably longer than article B.
- Article A uses humour in the heading, giving an overview that neither favours residents nor festival-goers.
- Article B uses a headline which immediately portrays residents in negative light.
- Article A provides information in straightforward manner, highlighting in the intro the fact that the festival has been banned.
- Article B writes to its target readership, presenting the news as negative to the interests of music lovers.
- Article A provides background material in the second paragraph about the history of the festival and bands for a readership which might not be familiar with this.
- Article B presumes its readers know about the Gas festival.
- Article A provides more detail of who Lord Mitchel is.
- Article B mentions him in passing without delving into his background.
- Article A gives more detail of the residents' arguments than article B.
- Article B uses more of Lord Mitchel's arguments for next year's festival to go ahead.
- Article B is keen to use the interactive element of online publications, inviting readers to take part in an online poll on the issue.

**Credit any other valid material.**

AVAILABLE  
MARKS

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

**Candidate response time: 11 minutes**

Candidates may choose to cross-reference evidence/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 these two articles
- the main differences in these 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 contain significant errors in grammar, punctuation or spelling.

**Mark Band 0 ([0])**

Characterised by no attempt to respond to question.

**Credit any other valid material.**

AVAILABLE  
MARKS

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**Checklist for both articles**

While it is an emerging style, specialist publication websites tend to use less formal language which presumes an existing knowledge among its target readership.

- Article A uses more formal language, which might not be the vernacular among younger readers.
- Article B uses the language of its target readership, such as “gig” and “must-do.”
- Article A talks about the “main attraction” a formal description understood by a wider age range of readers.
- Article B turns the noun “headline” into a verb “headlined”, as it would be used among its target readers.
- Article A presents music as a business.
- Article B uses words to give music an emotional character, such as “serious music outfits.”
- Article B is quicker to use terms like next year’s festival might “get the green light” as opposed to article A’s “ensure next year’s Gas goes ahead.”
- Article B retains the colloquialism: “. . . We’ll ship people out by bus out of the area . . .”

**Credit any other valid material.**

**Section A**

**AVAILABLE  
MARKS**

**30**



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** Consider the **news value** of the five breaking stories below for the **lunchtime weekday news** for a **Northern Ireland regional radio station**.

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] for each valid selection.

Award marks for reasons given as follows:

[3]: to a wholly convincing explanation

[2]: to an answer that offers a legitimate, if not entirely credible explanation

[1]: to a general response that has some basic validity

**Story 2: 3 Day Royal Visit** [1]

Reason: This story centres around a high profile couple whose visit highlights important factors: historical, trade and tourism links. [3]

**Story 3: Calling all nannies!** [1]

Reason: A story that highlights employment opportunities in the child-care/teaching sector – a sector currently over-subscribed. [3]

**Story 5: Strike Action To Hit The City** [1]

Reason: This story has wide appeal as the industrial action will affect most people living in the city (for a number of days) through concerns about transport, litter and leisure facilities. [3]

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4 You are the Public Relations Officer for music company **Electric Records**.

Singer Elise Conrad (ex-band member of “Stereo Mayhem”) has released a new solo single. She has been accused of including lyrics which were allegedly written by Stereo Mayhem’s guitarist, Marty Winston.

**Write a 120 word press release defending Ms Conrad’s position.**

**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 tone/voice
- 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 your client’s desire to deny the allegations
- 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 your client’s desire to deny the allegations
- 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.

**Checklist of possible angles/approaches**

- Elise Conrad is a talented artist whose name has been unnecessarily smeared
- Electric Records deny allegations of copyright infringement
- Elise Conrad is sad and hurt by her former band mate’s criticism.

AVAILABLE  
MARKS

13

**Section B**

**25**

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 **regional daily newspaper** you have put the following headline on a story filed by the paper’s reporter about the recent good weather.

HEATWAVE CONTINUES

The photograph below is to be included as part of the article.

**Write a 15–25 word caption** for the photograph.

**Candidate response time: 5 minutes**

**Mark Band 3 ([5])**

Characterised by:

- 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 positive/humorous view inherent in the headline and image
- accurate spelling, punctuation and grammar.

**Mark Band 2 ([3]–[4])**

Characterised by:

- 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 positive/humorous stance of 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

- 6 You are a reporter on a **national daily newspaper**. You have been assigned to write a 200 word article on proposals by the Northern Ireland assembly to reduce the age at which teenagers can take their driving test to 16. **Your 200 word article** should focus on the most newsworthy qualities of the arguments put forward. George Donnelly supports the change while Sarah McMichael opposes it.

You should base your article on the following notes and research and you should make use of the enclosed quotations.

**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 precise, 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.

20

**Checklist: Possible direction**

- Contrast youth versus older generation in introduction.
- Focus on economic argument of Respect Youth Now.
- Focus on human interest aspect of Sarah McMichael’s story.
- Focus on controlled environment in which young drivers will gain experience, as suggested by Respect Youth Now.

**Section C**

**Total**

**AVAILABLE  
MARKS**

**25**

**80**