



**Coimisiún na Scrúduithe Stáit**  
**State Examinations Commission**

2014 S11X

**JUNIOR CERTIFICATE EXAMINATION, 2014**  
**PAPER X of ENGLISH - HIGHER LEVEL - PAPER 1**

**To be used in answering**  
**SECTION 4 – MEDIA STUDIES**

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VOL. 34 ISSUE 18 SEP 22 2010

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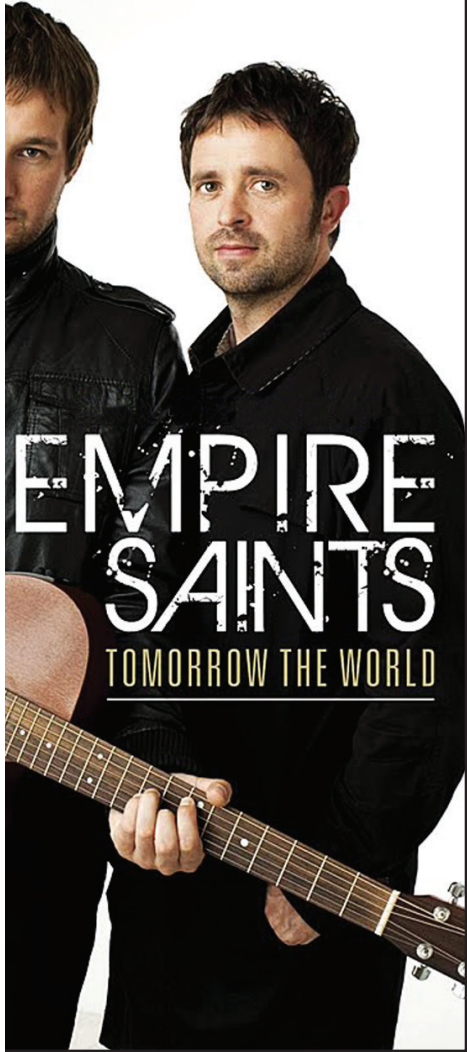
SCRIPT

EVERYTHING THAT  
MATTERS IN MUSIC

ELECTRIC PICNIC

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OMG!  
FIRST LOOK AT  
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## Script A *Choose Radio Campaign*

**Background Sound Effects:** (Loud, rushing, wind sounds)

**Woman:** (Breathless and excited) Imagine a world where in thirty seconds you could stand at thirty thousand feet! The fear, the adrenaline, the excitement!

**Background Sound Effects:** (Silence – as if in space)

**Man:** (Slow and serious) Where thirty seconds later you're thirty thousand miles above the earth in the endless lonely abyss of space. Silent, dark, alone.

**Background Sound Effects:** (Water splashing)

**Man:** (Excited) Next, you're plummeting thirty thousand leagues under the sea!

**Voice Over:** It's a wonderland of opportunity where you can literally be any place at any time, all in just thirty seconds.

Imagine the world of radio and for the 87% of all Irish adults who tune in for over three hours a day, it's their world. Advertise on the most powerful medium in the world today: radio.

Hearing is believing.



**ON AIR**



## Script B *Choose Radio Campaign*

**Sound Effects:** (Inspiring background music throughout – low volume at start, building to a loud crescendo at end)

**Announcer:** (Slow, dramatic delivery in an American accent) Abraham Lincoln delivered his Gettysburg address on a Tuesday afternoon to an audience fifteen thousand strong.

Martin Luther King on August 28th, 1963 said "I have a dream" to an audience of more than two hundred and fifty thousand followers.

But all of those are dwarfed by the great orator that is ... **Harvey Norman**, who commanded a potential audience of three million people with spellbinding tales of half-price sofa sets and or electrical goods.

Harvey Norman, who could have had up to three million people lending him their ears.

(Dramatic pause)

**Harvey Norman**, a man who had something to shout about!

**Voice Over:** Three million adults listen to the radio every day in Ireland, so if you really want to be heard, choose radio.

