

AN ROINN OIDEACHAIS AGUS EOLAÍOCHTA

*Leaving Certificate Applied 2002*

# English and Communication

(160 marks)

Wednesday 5<sup>th</sup> June 2002

Morning 9.45am to 11.45am

**General Directions**

1. Write your EXAMINATION NUMBER in this space:

2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.

THERE ARE TWO PARTS IN THIS EXAMINATION

*Part One:* **Audio Visual**

All questions must be answered.

*Part Two:* **Written**Candidates must attempt **four** questions,  
**one** from each of the four sections in Part Two.

<i>For the Superintendent only</i>	<i>For the Examiner only</i>	
<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;">           Centre Stamp         </div>	1. Total of end of page totals.	
	2. Aggregate total of all disallowed questions.	
	3. Total mark awarded (1 minus 2)	
	4. Bonus mark for answering through Irish (if applicable)	
	5. Total mark awarded if Irish Bonus. (3 + 4)	
	Note: The mark in row 3 (or row 5 if an Irish bonus is awarded) must equal the mark in the <b>Mór-Iomlán</b> box on the script.	

# Part One-Audio Visual

(30 minutes, 40 marks)

- You will have TWO minutes to read the NINE questions in Part 1.
- You will be shown a video sequence from the television programme *Nationwide*.
- You will see the sequence THREE times.
- The first showing will be of the entire sequence.
- The video sequence will then be shown in TWO clips. After each clip you will be given time to write your answers in the answer booklet.
- The entire video sequence will then be shown again.

<i>This page may be used for notes</i>

ANSWER ALL QUESTIONS

*When you have seen the first clip you will have time to answer questions 1 to 5.*

1. What is the name of the sports centre? (2 marks)


2. When and by whom was the centre officially opened? (4 marks)


3. Where is the sports centre located? (2 marks)


4. How many hours is it open per week? (3 marks)


5. Sean Kelly was an international sportsman.  
In what sport do you think he was famous? Why? (4 marks)


*When you have seen the second clip you will have time to answer questions 6 to 9.*

6. What facilities are available in the sports centre?

(4 marks)


7. In the case of **two** of these facilities, identify the age group that you think makes use of them?

(4 marks)


8. How is the children's sense of fun and enjoyment conveyed in this clip?

(9 marks)


9. Identify and describe **two** camera techniques that are used in the video.

(8 marks)


Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.

EACH QUESTION IN PART TWO CARRIES **30** MARKS.

***Section 1***

*Answer question 1 or 2*

**1. Congratulations on completing the Leaving Certificate Applied!**

(a) Give **two** reasons why you chose to do the Leaving Certificate Applied. (6 marks)


(b) How do you feel on completing the Leaving Certificate Applied? (4 marks)


(c) What did you **most** enjoy about the Leaving Certificate Applied? (5 marks)


(d) What did you **least** enjoy about the Leaving Certificate Applied?

(5 marks)


(e) Would you recommend the Leaving Certificate Applied to other students?  
Give **three** reasons for your answer.

(10 marks)


**2. Read this piece about Work Experience and answer the questions that follow.**

Jimmy Shanahan is a Leaving Certificate Applied Year 1 student. He was excited about going to a garage on his first Work Experience placement. However, he is now experiencing difficulties. The staff is busy and unfriendly, the owner doesn't explain things to him, and the only duties he has been given are to wash and Hoover cars. Jimmy is very disappointed as he wants to be a mechanic when he leaves school. He feels that he is not being given an opportunity to learn about this career.

(a) How would you feel if you were Jimmy?

(5 marks)


(b) Why is the staff unfriendly towards Jimmy, do you think?

(5 marks)




(c) What impression do you have of the owner of the garage?

(5 marks)


(d) Based on your experience, make a list of **DO's and DON'Ts** that would be helpful to students going on work experience. You must include at least three pieces of advice. (15 marks)


## Section 2

Answer one question from this section.

3. (a) Describe a student enterprise/mini-company which was organised by your class. (5 marks)


(b) Why did your class decide on this enterprise/mini-company? (5 marks)


(c) Give details of **your role** in this enterprise/mini-company.

(10 marks)


(d) What did you learn about enterprise from your involvement in this activity?  
Please give details.

(10 marks)


**4. Read this description of a class enterprise and answer the questions that follow.**

**As part of their Enterprise, a Leaving Certificate Applied class is having a party for elderly people who live near the school. They hope to invite 20 people and they are planning to offer refreshments and entertainment to their guests.**

**In your opinion:**

(a) What type of refreshments should the class prepare for their elderly guests? Give details.

(6 marks)


(b) What type of entertainment would their guests enjoy? Give **two** examples.

(4 marks)


(c) How should the class divide the workload involved in holding this event?

Make three suggestions.

(10 marks)


(d) Design the invitation the class should send to their guests.

(10 marks)

--

5. The following article is adapted from the *Irish Times Magazine*. Read the article and then answer the questions that follow.

## PURE IMAGINATION



David Quirke was about seven or eight when he first saw *Willy Wonka and the Chocolate Factory*. “That film really touched an emotional chord within me about the power of the imagination.”

Even at that age he was impressed with the clever marketing behind the priceless golden tickets in the Wonka bar that had everyone falling over themselves to buy the chocolate product. “Not only did I want to be Willy Wonka but I also loved the marketing idea behind it, the brand.”

Quirke, 32, now specialises in the business of ideas. He is partner with Norman Hewson (yes, Bono’s brother) in the extremely popular Nude restaurant in Suffolk Street, Dublin, that sells fast food of the healthy variety. The trendy eaterie offers attractive vegetarian and organic food choices, and uses local suppliers. It uses recycled material and glass bottles.

He is also closely involved in the running of Skooter, now the main Irish distributor for the stylish Italian Piaggio scooters (he gets around town on a Piaggio 180cc).

His latest venture is E-taxis – whereby customers needing a taxi will be able to text message E-taxi, which will then locate the nearest available taxi and trigger a call between the driver’s phone and that of the customer.

Although Quirke had no formal business education, he knew he had a talent for marketing. “I couldn’t write a business plan but I knew I had enthusiasm and a passion for ideas.”

Throughout our interview, Quirke is constantly, almost exhaustingly optimistic about how much simpler and happier his “new way” of doing business will be. “I really enjoy doing what I do and I have a good laugh and I love it, because it’s not hard.”

(a) What film inspired David Quirke?

(2 marks)


(b) List David Quirke's business ventures/enterprises.

(6 marks)


(c) Describe **one** of these business ventures/enterprises.

(6 marks)


(d) In your opinion, how should David Quirke advertise his E-taxi business?  
Give details.

(7 marks)


(e) If you had an opportunity to interview David Quirke, what **three** questions would you ask him about his work?

(9 marks)



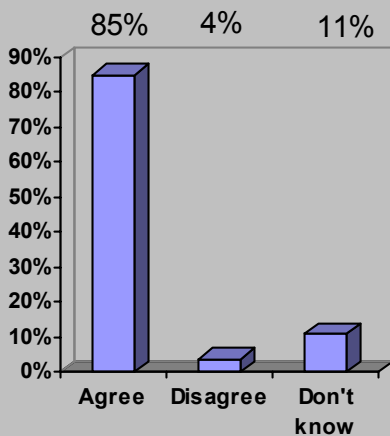

## Section 3

### Answer question 1 or 2

6. The following is adapted from an article in the *Sunday Independent*.

# "Drink still the demon," says public

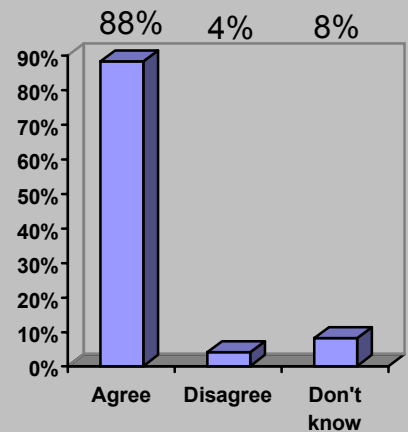
**Drink is too readily available to young people in Ireland today**



Most Irish people believe that alcohol is a major cause of violence in Ireland today and that it often plays a large part in marital breakdown. They also believe that drink is too readily available to young people and that promotions such as happy hours and cut-price offers lead to excessive drinking.

Three-quarters of those interviewed believe the number of outlets selling drink to take away should be strictly limited and controlled. All but five percent of people believe that we have more than enough supermarkets and off-licences selling alcohol to take away.

**Alcohol abuse is a major source of violence in Ireland today**



(a) What is your reaction to the headline “**Drink still the demon, says public**”?

(5 marks)


(b) What percentage of the people surveyed agree that “**drink is too readily available to young people**”?

(2 marks)


(c) In your experience, is this true? Please give details.

(8 marks)



(d) What percentage of the people surveyed believe that “**alcohol abuse is a major source of violence in Ireland today**”? (2 marks)


(e) Do you agree? Give **two** reasons for your answer. (8 marks)



(f) What are your views on opinion polls such as this one? (5 marks)


7. Examine these photographs and accompanying text and answer the questions that follow.

# A marvellous place for nippers

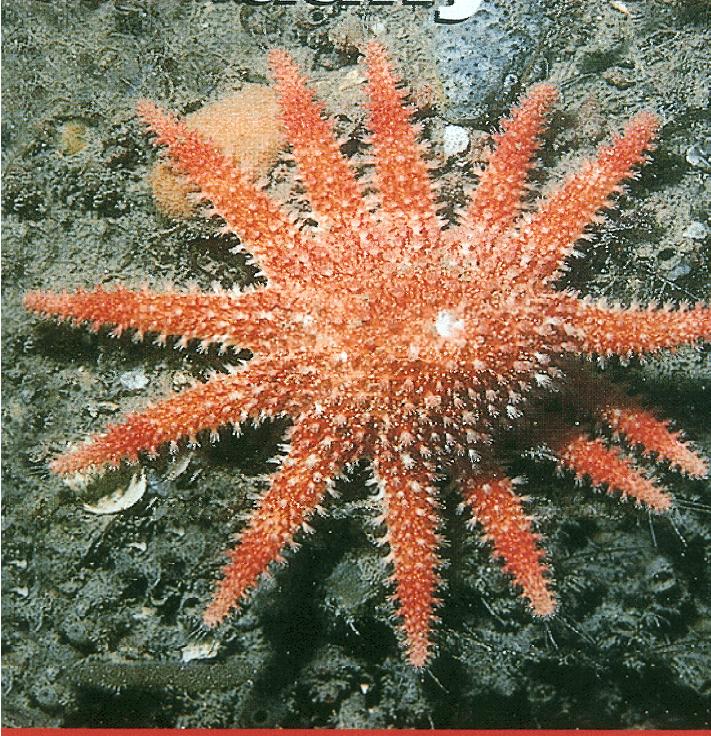


Kids love crabs - especially when they can get closer to them without feeling the pinch




*Fenit Sea world*  
LIFE BENEATH THE ATLANTIC WAVES

# Stars performing daily



No show in the country features such an exotic, colourful, and multi-talented cast



*Fenit Sea world*  
LIFE BENEATH THE ATLANTIC WAVES

(a) What impact does the picture of the crab have on you?

(5 marks)


(b) What impact does the picture of the starfish have on you?

(5 marks)


(c) Which caption do you prefer? Give **two** reasons for your answer.

(8 marks)


(d) Do you like the *Fenit Sea World* logo? Give a reason for your answer.

(4 marks)


(e) Based on these advertisements, would you like to visit Fenit Sea World?

Give two reasons for your answer.

(8 marks)


## Section 4

### Answer question 1 or 2

8. Read the following extract adapted from *The Swinging Sixties Visit Clogher Road* by Kevin Mc Dermott and answer the questions that follow.

My pal, Gerard Williams, had the first telly on our road. I'd go after school to watch it. You can't imagine the excitement when we got a telly of our own. And then to add to our amazement, someone from our road became a star.

This was around the time I made my Communion, and everyone's ma seemed to dress the same – big roomy, shapeless, grey, calf-length overcoat, headscarf, flat shoes and a leatherette shopping bag. Some of these women were young, but they too dressed in the uniform, as if Crumlin was an outpost of Stalinist Russia. When our new neighbours Vera and Sean moved in, it was like the Iron Curtain had parted. Vera was a Doris Day\* look-alike and Sean was tall and handsome. And Vera didn't wear the regulation issue.

But it was when Olive White started to appear on the telly that the Swingin' Sixties came to Crumlin. Big time.

Olive was beautiful, in fact she was crowned Miss Ireland. In fact, she was fourth in the Miss World Contest. So there. Better still she got a job in Radio Telefis Éireann, working with Gay Byrne on *Jackpot*. Every time she appeared on the screen, I'd recite 'That's Olive White – her sister is best friends with my brother's girlfriend'.

And then Olive went away and married Daphne du Maurier's son. I hadn't a clue who Daphne du Maurier was, but I knew, from the way my brother's girlfriend said it, that she was rich, glamorous and famous, like Grace Kelly\* who was all these things.

Olive came home to visit her ma, driving this trendy little Austin Mini, wearing knee-length, white boots and a fitted coat that flared out above her knees, and, you know, the world was never the same again.

Now, all of this had a deep effect on us. If God had been good enough to single out Clogher Road, Crumlin, as a special place, then my brother was ready to answer the call. With the savings from his summer job, he bought drainpipe trousers and a shiny jacket with a velvet collar. What with Doris Day as a neighbour, Olive White a celebrity, and my brother a teddy boy, my head was in a spin.

---

\* Doris Day and Grace Kelly were stars in the 1960s

(a) Who had the first television on Clogher Road?

(2 marks)


(b) Mention **two** things that you learned about Olive White from reading this passage.

(6 marks)


(c) Select a line or two from the passage which you like and explain why you like it.

(4 marks)


(d) From your reading of this extract, can you find many differences between *the swinging sixties* and today? Give reasons for your answer.

(6 marks)






## 9. The Poetry of Popular Song

Read the lyrics of this song “**Get on with your short life**” recorded by Brian Kennedy and answer the questions that follow.

### - GET ON WITH YOUR SHORT LIFE -

Brian Kennedy, Ali Thomson and Chris Braide

You keep saying that one day things could be fabulous,  
If only you had the right shoes, new  
clothes, the dream team doing your hair.  
Why do you waste time on your  
waistline when you could be having  
dinner with me?  
Will you really be the winner  
if you're thinner?  
How can I make you see?

#### **Chorus**

Get on with your short life,  
Get on with this sweet precious time,  
You know you're only dreaming  
So why don't you wake up and get on  
with your short life.

You keep praying that some day things  
will be different,  
If you only had the right lips, killer hips,  
a sun kissed permanent tan.  
But does it really matter if you're fatter  
than everybody else on screen?  
It's more important to be truthful than just  
youthful on the cover of some magazine.

#### **Chorus**

Get on with your short life,  
Get on with this sweet precious time,  
You know you're only dreaming  
So why don't you wake up and get on  
with your short life.

(a) Do you like the title “Get on with your short life”? Give a reason for your answer. (6 marks)


(b) Select one line from the first verse which appeals to you and give a reason for your choice. (6 marks)


(c) What do you think the singer means by  
“It’s more important to be truthful than just look youthful on the cover of some magazine”?  
(6 marks)


(d) Compare this song with another song or poem which you have studied.

(12 marks)
