



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Applied 2005

English and Communication (160 marks)

Wednesday 8th June 2005

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)	
	Note: The mark in row 3 must equal the mark in the Total box on the script.	

ANSWER ALL QUESTIONS

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

1. Name the editor of the newspaper **Ireland on Sunday**. (2 marks)

--

2. Name **two** 'red tops' mentioned in the programme. (4 marks)

3. Which Irish daily newspaper is available in both broadsheet and tabloid format (size)? (2 marks)

--

4. What are the main differences between broadsheet and tabloid newspapers according to the three young people interviewed in the vox pop? (4 marks)

5. (a) What does the first adult interviewed think of tabloid newspapers? (2 marks)

- (b) What does the second adult interviewed look for in a newspaper? (2 marks)

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

6. There is a red light flashing in the newsroom. What does this red light signal? (2 marks)

7. As the speakers are talking there is an office to be seen in the background. Describe **two** items or activities that suggest this is a newsroom office. (6 marks)

8. (a) Outline two of the ways mentioned in the voice-over at the beginning of clip two by which it is suggested that news is interesting and exciting. (4 marks)

- (d) Write out briefly what you would say when telephoning for details of any ONE of the positions advertised. (10 marks)

OR

4. Read the article from *The Irish Times Magazine* and answer the questions that follow.

Ari Gardiner could be described as something of a serial entrepreneur. He started young: at eight he ran snail races in school – 45 kids would give him \$1 each for a snail and he would give the winner \$5. He did the same with cane toads, except they cost \$2.50 each. It could have been the start of a commercial empire, had the headmaster not found out about it. His next venture was when he was 10 years old and selling shoeboxes full of silk-worms. Of course, not everybody had the mulberry leaves that the silk-worms needed to eat, so he also sold them mulberry leaves from his back yard.

Then, when the break-dancing craze hit, he went for possibly his cheekiest enterprise yet – selling sheets of cardboard for \$4 to put on the ground and spin on. At one stage, when he was a child, his mother thought he was stealing because he had so much money.

This year Gardiner was nominated by Bórd Bia as Young Food and Drink Entrepreneur of the Year for his new company, Lifefibre. The company is only a few years old, but already half the country has got its teeth into the fruit and seed breads.

He started the company “from nothing”. He made up the recipes himself, and hooked up with Jerry Kiely, who already had a bakery in Castleisland in Co. Kerry. It took four weeks for them to get into production and start supplying the shops. That was three years ago. Now, the company has a €1.8 million turnover and employs 25 people.

Their first range of breads included Oatbran and Linseed Bread, and their bestseller, Hi-Fibre Seed Bread. Fruit and Fibre Bread, Apricot and Sesame Seed Bread, and Carrot, Linseed and Fruit Bread followed. This bread is the popular alternative to white sliced pan and the stodgy rolls you find at most deli counters. All the breads are sugar-free and dairy-free. But healthiness doesn't equal bland or boring. The crunchy texture is a great accompaniment to soups or dips, and a woman recently rang him to tell him that her children refused to eat any other bread.

The bread is handmade and takes about 48 hours to make. They use a mysterious “special process”, which he won't give away. It is delivered daily, and they are supplying all the major supermarkets and local shops, as well as many small delis.



(adapted from an *Irish Times Magazine* article: Saturday July 10th 2004)

- (a) Ari Gardiner was very enterprising when he was young. What evidence is there of his enterprising spirit? Give **two** examples. (5 marks)

- (b) Were his enterprises/business ventures successful when he was young? Give **one** piece of evidence. (5 marks)

- (d) You have been asked to write a radio advertisement for the Life Fibre bread made by Ari Gardiner. Write the text/words for this advertisement which would persuade people to buy this bread. (10 marks)

Section 3

Answer question 5 or 6

5. Read the article on reality television adapted from *The Irish Times* and answer the questions that follow.

“Real” TV is a surveillance camera in a department store. “Reality TV” is a carefully-constructed world where both those taking part and the audience are manipulated from start to finish. A group of strangers, desperate for fame, surrounded by placed products and competing for huge cash prizes – how did it ever come to be given the label “reality”?

Reality TV as we know it was born with the *Real World* on MTV 10 years ago. Since then, we have had *Survivor*, *Big Brother*, *Temptation Island*, *Treasure Island* and now *The Osbournes*.

The trend has leaked into other styles of programming too. But these shows are no more real than your average episode of *Coronation Street* – and we know it.

They are, technically, unscripted, but editing is a form of storytelling. The cameraman is essentially the scriptwriter here – he chooses who to film and who to ignore. One character can be made to appear more human than another if his kindly moments are always aired when another’s are left out.

The characters are plucked from real life, but hungry for fame, they put up the best performances of their lives. Each candidate is carefully selected to ensure that every old-fashioned, soap-style stereotype is represented. In this way, contestants are almost forced into the roles that are expected of them: the father/mother figure, the likely lad or lass.

We know how fake these shows really are, but we still watch them in our millions. The illusion of reality is rewarded by record audiences right across the world. The Paris-based Eurodata TV research organization recorded the huge impact that reality programming is having on television schedules around the world, with *Survivor* and *Big Brother* among the top 10 shows in five out of the 55 countries surveyed in 2000.

More people voted for one single *Big Brother* eviction in 2000 than for the winning party in the last British general election. Last month’s *Celebrity Big Brother* on Channel 4 drew first-night audiences of 7 million. The first episode of the new series of *The Osbournes*, MTV’s current reality offering, was watched by over 6 million people in Britain and Ireland. We’re not tired of the format yet.

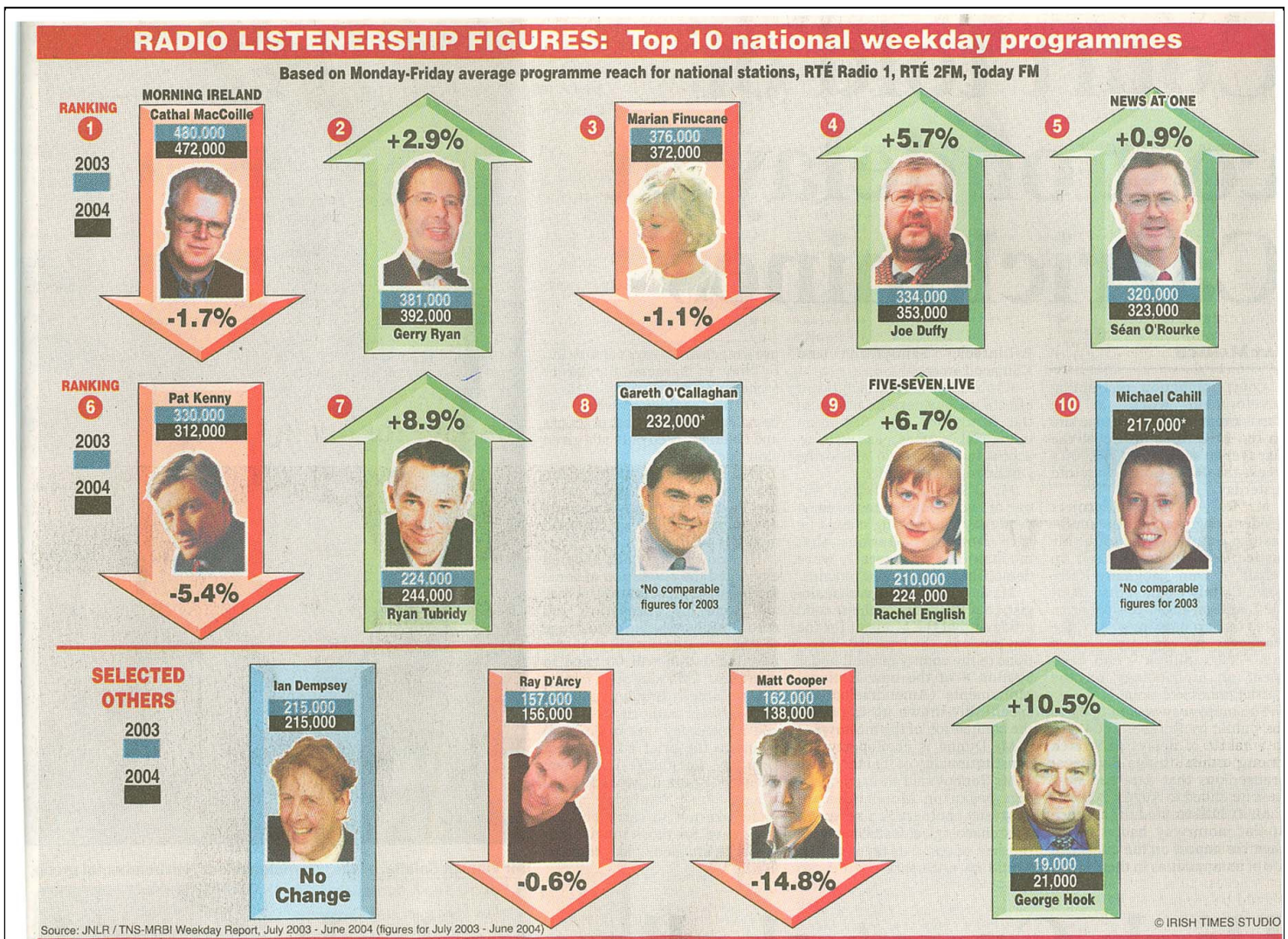


(a) Name **two** "reality" television programmes that are mentioned in the article. (2 marks)

(b) Give **two** pieces of evidence from the extract that show the popularity of "reality" television. (4 marks)

6. Read the article entitled “Big fall in ratings for some of RTE’s top radio stars”. Answer the questions which follow.

Big fall in ratings for some of RTE’s top radio stars.



Ratings for some of RTÉ’s most well-known radio broadcasters have fallen significantly, with stations aimed at younger listeners gaining ground, according to the latest listenership statistics.

There was a steep decline in listenership levels for Pat Kenny, while flagship programmes like *Morning Ireland* and the *Marian Finucane Show* lost ground despite rising levels of radio listenership generally.

The figures compare average listenership between July 2003 and June 2004 to the corresponding period in 2002/2003. They show radio listening nationally rising by 1 per cent to 2.79 million.

The latest Joint National Listenership Research (JNLR) survey may prompt a major shake-up at some stations. Already Dublin’s NewsTalk 106 has ended its relationship with broadcaster David McWilliams and hired Eamon Dunphy for its main morning show.

The advertising industry was last night examining and analysing the results.

(a) Which radio broadcaster has had the greatest drop in ratings? (2 marks)

--

(b) Which radio broadcaster has had the greatest increase in ratings? (2 marks)

--

(c) The article states that “ratings for some of RTE’s most well-known radio broadcasters have fallen”. Explain the term “ratings”. (6 marks)

(d) The final sentence in the article states that “The advertising industry was last night examining and analysing the results” of the survey. Explain why advertisers would be so interested in the ratings of radio programmes. (10 marks)

Section 4

Answer one question from this section, 7 or 8 or 9

7. Read this extract from a review of the film *I, Robot* and then answer the questions that follow it.

I, Robot is a “high-tech thriller” loosely based on a story by the sci-fi writer Isaac Asimov. As you would expect, it’s set in the future (Chicago, 2035), but not one in which the main achievement of mankind has been the ending of war, famine or disease. No, in this brave new world, they’ve managed to resolve another ancient and pressing problem of mankind: finding good home help. Thanks to robot helpmates, it’s a perfect world for house owners who take pride in their home. In this future, everyone wants a robot of their own – except Del Spooner (Will Smith).

Spooner is a man who does not fit in with this modern world. He wears old-fashioned trainers and listens to old-fashioned music on an old-fashioned CD machine. He may sound like a young fogey, but he’s a black homicide cop, the kind who swaggers around in a leather jacket like a cool street dude but is good to his granny and takes no jive from the rich and powerful. He’s a cop who suffers from bad dreams and has a bad attitude, especially when it comes to robots. Spooner hates them.

His prejudice becomes a problem when he’s called upon to solve the mysterious death of Dr Alfred Lanning (James Cromwell), the creator of a new generation of robots (the NS-5 Automated Domestic Assistant) that is about to be launched by US Robotics. On the eve of the launch, Lanning’s body is found on the lobby floor of US Robotics’ headquarters. Spooner, suspects Lanning was murdered – by a robot. This strikes everyone, especially Spooner’s boss, as pure fantasy mixed with prejudice, because everyone knows that, according to the “Three Laws of Robotics”, robots are programmed so they can’t hurt humans. Even Spooner has to admit there’s no record of a robot ever committing a crime. But when a robot called Sonny (voiced by Alan Tudyk) runs from the crime scene, Spooner enlists Dr Susan Calvin (Bridget Moynahan) – a kind of robot shrink – to help track him down. Things get out of hand when the new generation of robots starts to rebel.

I, Robot is one of those films that make a fantastic trailer, but disappoint as a film. Don’t get me wrong – it has some great moments, as when we see Spooner trying to find his robot suspect in a warehouse full of identical robots standing in rows.

- (a) Explain the term “high tech thriller”.

(5 marks)

- (b) The review describes Del Spooner, the main character in the film *I, Robot*. Based on your reading of the review, do you think you would find the character interesting or enjoyable? Give a reason for your answer. (5 marks)

- (c) From your reading of this review give **two** reasons why you would **or** would not like to see this film. (8 marks)

- (d) Write a review of a **film** you have studied. (12 marks)

(b) Select a line from **one** of the poems that you particularly liked. State why you chose this line. (6 marks)

(c) State briefly in your own words the theme of each poem. (6 marks)

<i>Talking Turkeys</i>
<i>The Encounter</i>

Blank Page

SECTION	MARK
Audio Visual	
Section 1	
Section 2	
Section 3	
Section 4	
Total	