



Coimisiún na Scrúduithe Stáit State Examinations Commission

Leaving Certificate Applied 2006

English and Communication (160 marks)

Wednesday 7th June 2006

Morning 9.45am to 11.45am

General Directions

1. Write your EXAMINATION NUMBER in this space:

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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>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.	

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 *TV 3 News*.
- ☐ 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.

This page may be used for notes

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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 news reader? (2 marks)

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2. According to Garda estimates, how many people took part in the protest marches all over Ireland? (2 marks)

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3. Name **three** cities where protest marches took place? (3 marks)

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4. David Begg and Patricia King from SIPTU are speaking to the marchers in Dublin. Which person's style of communication do you prefer? Give **one** reason for your choice. (6 marks)

5. What reasons do the following people give for taking part in the protest marches?

- Johnny White (a father with his family) (3 marks)

- Paraic Gibbons (a psychiatric nurse) (3 marks)

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

- 6.** What is the name of the film being reviewed? (2 marks)

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- 7. (a)** What is the director's name? (2 marks)

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- (b)** Name the other film he directed. (2 marks)

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- 8.** Describe the film's plot. (6 marks)

9. (a) Do you think this is a good film review? Give **three** reasons.

(6 marks)

(b) Would the review encourage you to watch the film? Give a reason.

(3 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. Read the article from the Farmers Journal and answer the questions that follow.

FARMERS JOURNAL 10TH APRIL 2004

In praise of Leaving Certificate Applied

By Kay Kevlihan

Nineteen-year-old Catriona Kennedy from Borrisoleigh completed the Leaving Certificate Applied (LCA) last summer. She is now continuing her studies with a Post Leaving Certificate (PLC) course in business administration with legal studies at Nenagh Vocational School and hopes to progress further with a higher diploma in administration.

Catriona is delighted she decided on the Leaving Certificate Applied option.

In this week's Journal, she urges young people to give LCA serious consideration as it opens a wide range of opportunities to progress to higher education through a unique Links Programme.

"I chose to study the LCA course in St. Mary's Secondary School, Nenagh, in preference to the Leaving Certificate because I knew it was less pressure for me and more fun. LCA is a new and unique way of studying and learning, completely different to the points system in the Leaving Certificate."

"It is student-friendly and provides students with an opportunity to demonstrate their communication skills and apply what they learn in class to projects and to work experience."

"The word 'Applied' is used because the programme is designed to allow students to apply the learning and experiences they gain to practical education tasks at school, in the workplace and in the wider community."

Work Experience

"The programme places particular emphasis on preparation for the world of work through work experience. This aspect of the programme provides a unique opportunity to sample different working environments and it helps determine a student's future career, possibly leading to a full-time position."

(a) What course is Catriona Kennedy now studying?

(2 marks)

(b) What, in Catriona's view, are the benefits of Work Experience?

(4 marks)

(c) Catriona states that the Leaving Certificate Applied 'provides students with an opportunity to show their communication skills and apply what they learn in class to projects and to work experience.'

Explain **two** ways in which your English and Communication course helped you in your Work Experience placement. (10 marks)

OR

2. (a) State **three** things you would do when preparing for a job interview. (6 marks)

- (b) List the **headings** you would include in a curriculum vitae (CV) and give an example of **one item** of information that could be found under each heading. (10 marks)

[illegible]

- (c) Imagine that you are being interviewed for a job. Answer the following questions:

- i. How has Leaving Certificate Applied helped you prepare for taking a job? (6 marks)

[illegible]

ii. Why should you be considered suitable for this job?

(8 marks)

Section 2

Answer question 3 or 4 or 5

3. Examine the advertisement below and answer the questions that follow.

Look at all you can do
at your local **PostOffice**.^{*}

*And now you could win
€20,000 worth of gift vouchers!*



The advertisement features a central collage of people of various ages and ethnicities. Each person is associated with a speech bubble describing a service they are using at a Post Office. The services include: lodging cash, getting a phone topped up, transferring money to the USA, buying a gift voucher, saving for a bike, sending a parcel, and paying bills with a cheque. The Post Office logo is in the bottom right corner.

"I'm lodging cash to my account"

"I'm getting my phone topped up"

"I'm transferring money to my sister in the USA"

"I've got some important documents to send"

"I am buying a gift voucher for my Mum"

"I'm saving for a bike"

"I'm sending a parcel to my niece"

"I'm going to pay all my bills with just one cheque"

post

*Certain services not available at a limited number of Post Offices.

Your Local Post Office – *What's in it for you?*



There have never been more reasons to visit your local Post Office. After all, our list of services just keeps growing and growing - so much so that today you will find a whole range of products beyond your expectation.

Mobile Top-Ups, AIB Banking, BillPay, The Gift Voucher Shop and Passport Express are all great examples of how we have made visits to your local Post Office even more worthwhile.

Maybe you think we're missing a trick. Perhaps you have a service in mind that would make your life, and countless other customers' lives, easier.

If you have, well then we'd like to hear about it.

Better still, we'll give the customer with the best idea the chance to win

€20,000 worth of
Gift Vouchers for the
Gift Voucher Shop.

And if you tune in to the Gerry Ryan show on RTE 2FM during the week of the 10th October 2005, you'll find even more chances to win!

Closing date for the competition is 21st October 2005. Full terms & conditions are available online on www.anpost.ie and also by sending a SAE to Post Office Promotion, Terms & Conditions, PO Box 10323, Freepost, Dublin 1.

- (a) The above advertisement has been sent to every house in Ireland. Give **two** advantages of this method of advertising. (4 marks)

(b) Name **two** groups of people that this advertisement might appeal to.

(4 marks)

(c) Do you think this advertisement is effective? Give **two** reasons.

(8 marks)

OR

4. Read the interview below and answer the questions that follow.

Women Builders Ltd

Janet Shelley started her business, Women Builders Ltd, in order to get from behind her desk and start getting her hands dirty.



Q *What motivated you to start your own business?*

A I had been in I.T. for 15 years and wanted to change career and start working in construction. When we bought a house that needed renovating I realized that was the direction I wanted to go in. My husband wrote a small piece about my business idea for the local free press here in Milton Keynes. Within 24 hours I had been contacted by 26 women all of whom were looking for the chance to start in the industry but didn't have any experience.

Q *What are the highlights of running your own business?*

A Definitely getting to meet new people all the time. Customers have on the whole been really lovely. When people are negative I love the challenge of turning their negativity round.

Q *Did you have any particular difficulties, in setting up your business, or with people's attitudes? What has kept you going?*

A Aside from getting the funding, I have found the people most negative towards the business have been other women. I have heard women say that it is not a suitable trade for women to work in, that women are not strong enough etc. I have of course also encountered prejudice from men within the trade, from male assistants at our local D.I.Y. store, who did not believe that I should want builders gloves for women.

(a) What is the name of Janet Shelley's company?

(2 marks)

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(b) What event in her life made Janet think of working in construction?

(2 marks)

- (c) Janet's company uses female builders. In the extract, some people express the view that they do not think this is a good idea.

- (i) State the reasons given by these people for having such a view. (5 marks)

- (ii) Are you surprised by their opinion? Give **one** reason for your answer. (5 marks)

- (d) Imagine Janet Shelley is going to visit your Leaving Certificate Applied class.

- (i) Write out **two** questions that you would ask her. (6 marks)

OR

5. (a) Describe a student enterprise/mini-company that was set up by your class. (7 marks)

- (b) Describe your role in this student enterprise/mini-company. (7 marks)

- (c) Write out an agenda for one of your student enterprise/mini-company meetings.
(8 marks)

- (d) Write out **four** questions you would include in a market research questionnaire/survey for your student enterprise/mini-company.
(8 marks)

Section 3

Answer question 6 or 7

6. Read the article on 'junk food' adapted from the Irish Examiner and answer the questions that follow.

School teachers call for better meals for students



PRIMARY school teachers have called on the Department of Social and Family Affairs to have more meal schemes in the country's schools, leading to an improvement in levels of concentration and behaviour.

In Britain, schools that took part in celebrity chef Jamie Oliver's campaign to rid canteens of junk food say they have recorded improvement in children's school work and a drop in the number of fights between pupils.

Children are returning to afternoon lessons ready to learn having eaten a healthy lunch, schools in Greenwich, south London, said yesterday.

Headmistress at Kidbrooke School, Trisha Jaffe, said the biggest improvements are in the children who previously had the worst behaviour.

"Sugary and processed foods have a high impact on children's concentration and we found their behaviour would get worse in the afternoon," she said.

Greenwich council intends to offer the new menus in all its secondary and primary schools with a spokesperson saying:

"Schools are reporting better behaviour, and sickness in kitchen staff has gone down. Staff feel more motivated".

- (a) Name the celebrity chef who organised a campaign to improve food served in schools in England. (2 marks)

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- (b) The article/report informs the reader that getting rid of ‘junk food’ has a great impact on children. Give **two** examples of the changes that occur in the children’s behaviour. (4 marks)

- (c) Do you think that the photograph helps the reader to understand the report better? (6 marks)

- (d) Why do you think newspapers often use photographs of celebrities? (6 marks)

OR

7. Read the review of *Eastenders* from the RTE Guide and answer the questions that follow.



eastenders Hot gossip

Stacey can't resist asking Kat reveal the truth about what happened to Den and Kat duly obliges: telling her, of course, that she mustn't mention anything to Chrissie. But you know that once Stacey has a bit of gossip that's juicy, it's very difficult to keep those lips sealed The two remaining Mitchells, Peggy and Billy, realise that everyone else believes Sam is guilty. Stacey might be the key to her defence, but Billy is

reluctant to let Peggy question her. Chrissie can only watch as Peggy goes to see Sam in prison. In a state, Chrissie calls Jake, but after her recent revelation he's keeping as far away as possible. Chrissie has now reached the point where she is not sure how much more she can take and starts to make plans for her escape. It's a furious Peggy who finds out Chrissie's plans from Billy, and she's even more angry when it turns out that Sharon knows as well.

RTE One, BBC1 / Monday, Tuesday, Thursday, Friday

(RTE Guide October 1-7 2005)

- (a) What does Stacey want to find out? (2 marks)

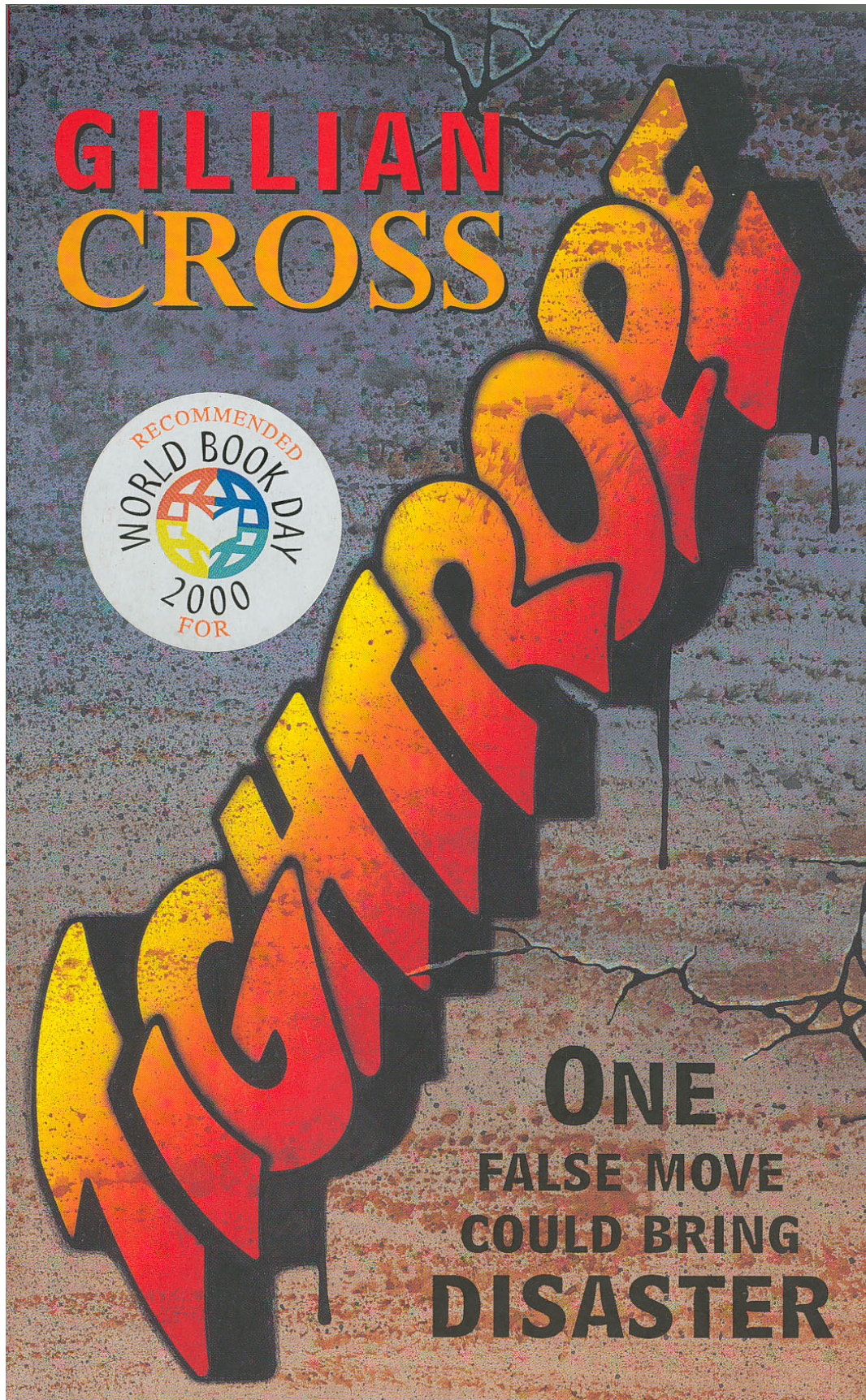
- (b) Does the storyline described in the review sound like a typical soap story line or plot? Give reasons for your answer. (4 marks)

- (c) Soap operas such as *Eastenders*, *Coronation Street*, *Fair City* and *Home and Away* are very popular. Explain **three** reasons why you think they appeal to so many people. (9 marks)

Section 4

Answer question 8 or 9

8. Study the book cover of the novel *Tightrope*. Answer the questions that follow.





It was the best wall in the world and there was nothing on it at all. Not a mark. It was just waiting for someone to get up there and tag it. Twenty feet up in the air. With nothing to stop you if you fell.

The wall was a great challenge to Ashley. But she didn't know that someone would be watching her, stalking her. She didn't realize she was getting into something much bigger, moving out of her depth into a sinister circus-like world. She was on a tightrope, and one false move could bring disaster.

£5.99 RRP

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Cover illustration by David Bull

Oxford University Press

* “tag it” = to write or draw on the wall (graffiti)

(a) Name the author of the novel, *Tightrope*.

(2 marks)

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(b) Would the book cover influence you to read the book? Explain your answer. (5 marks)

(c) Based on what is written on the back cover of the novel, what kind of story would you expect *Tightrope* to be? Give **two** reasons for your answer. (9 marks)

- (d) Write a review of any novel **OR** short story **OR** play **OR** film that you have studied.

(14 marks)

[illegible]

OR

9. Read the lyrics of the song *White Flag* by Dido and answer the questions that follow it.

White Flag

I know you think that I shouldn't still love you,
I'll tell you that,
But if I didn't say it, well I'd still have felt it
Where's the sense in that?

I promise I'm not trying to make your life harder
Or return to where we were

Well, I will go down with this ship
And I won't put my hands up and surrender
There will be no white flag above my door
I'm in love and always will be

I know I left too much mess and
Destruction to come back again
And I caused nothing but trouble
I understand if you can't talk to me again
And if you live by the rules of "it's over"
then I'm sure that that makes sense

Well I will go down with this ship
And I won't put my hands up and surrender
There will be no white flag above my door
I'm in love and always will be

And when we meet
Which I'm sure we will
All that was then
Will be there still
I'll let it pass
And hold my tongue
And you will think
That I've moved on....

Well, I will go down with this ship
And I won't put my hands up and surrender
There will be no white flag above my door
I'm in love and always will be

Well, I will go down with this ship
And I won't put my hands up and surrender
There will be no white flag above my door
I'm in love and always will be

Well, I will go down with this ship
And I won't put my hands up and surrender
There will be no white flag above my door
I'm in love and always will be

(a) What is the mood of the song?

(5 marks)

(b) According to the lyrics what will the singer do when she meets her ex-boyfriend?

(4 marks)

(c) Explain the line: "There will be no white flag above my door".

(6 marks)

(d) Write a report on a poem **or** song that you enjoyed. Give the name of the poem or song. Explain why it appealed to you. (15 marks)

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[illegible]

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