



Coimisiún na Scrúduithe Stáit  
State Examinations Commission

**LEAVING CERTIFICATE  
APPLIED 2011**

**MARKING SCHEME**

**English and  
Communication**

**COMMON LEVEL**

**Part One-Audio Visual (30 minutes, 40 marks)**

ANSWER ALL QUESTIONS

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

1. What year did the first female cadets join the Irish army? (2 marks)

Award 2 marks 1980

2. What attracted Karina Molloy to a career in the army? (3 marks)

Award ex 3 marks

Reference to any **one** of the following:

Exciting career challenge, opportunity to become a physical training instructor (PTI), to do something extraordinary rather than doing a 9-to-5 job

3. Identify two challenges that Karina Molloy faced in her army career. (3 marks)

Award 2 marks + 1 mark

Answer may refer to any **two** of the following:

Being nervous standing in front of troops, only female among 45 men in the course, would her voice carry in the square?

4. What was the most interesting thing you learned about Karina Molloy from this clip?  
Explain your answer (4 marks)

Award ex 4 marks

Any relevant answer is acceptable here

5. How does the clip show the excitement of army life? Give three points in your answer.  
(8 marks)

Award 3 marks + 3 marks + 2 marks

Answer may refer to any **three** of the following:

Jumping off the army carriers, practising the military exercises, the sound of shots being fired, etc

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

6. From what you have seen of the three female soldiers in this clip, what type of person is attracted to army life? Make two points in support of your answer. (6 marks)

Award ex **3** marks + ex **3** marks

Answer may refer to people who like variety in a job, people who like a physical challenge in a job, Answer may refer to qualities a person may have, etc  
Any relevant answer is acceptable.

**7.** What is the name of the woman who joined the Defence Forces in 1922? (2 marks)

Award **2** marks Bridget Lyons-Thornton.

**8.** What do you see in the clip that shows that discipline is part of life in the army? (4 marks)

Award ex **4** marks

Answers need to be relevant to the clip to merit full marks

**9.** How is the variety of army life suggested in this clip? Give three points in your answer. (8 marks)

Award ex **3** marks + ex **3** marks + ex **2** marks

Answers may refer to the different activities presented in the clip, the different locations seen in the clip such as the classroom and out in the training field, the different kinds of jobs available in the army, etc

Answers need to be relevant to the clip to merit full marks

## **Part Two-Written (90 minutes, 120 marks)**

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.  
EACH QUESTION IN PART TWO CARRIES **30** MARKS

### **Section 1 Communications and the Working World**

#### **Answer question 1 or 2**

**1. (a)** Give two reasons why listening is an important skill for good communications in the workplace. (6 marks)

Award ex **3** marks + ex **3** marks

Answers must refer to the workplace

Any relevant answer is acceptable here

**(b)** List 2 examples of non-verbal communication common in working life. (2 marks)

Award **1** mark + **1** mark

Answers may include any **two** of the following:

E-mail, texting, fax, memos, letters, body language, signs in the workplace, etc

Any relevant answer is acceptable here

**(c) (i)** Give one reason why communicating on the telephone at work is very different to chatting to your friends on the telephone. (2 marks)

Award **2** marks

Reference to formal versus informal nature, business versus social, the tone of voice being used, kind of language and expressions being used, etc

**(ii)** What advice would you give to a student on work experience about using the telephone at work? (6 marks)

Award ex **6** marks

Any relevant well developed point is acceptable here

**(d)** You have been asked to give a talk to a new Leaving Certificate Applied class on how to do well at work experience.

Write out the speech you would give, including at least 4 points in your answer. (14 marks)

Four points ex **3** marks each

Points must be stated, developed, explained or clarified to merit full marks

Candidates who state but do not elaborate can only be awarded a maximum of **8** marks (**2 + 2 + 2 + 2**)

Reference to register and tone / delivery / audience ex **2** marks

## OR

2. Read the passage below, based on an article by journalist Lucy Kellaway, about handwritten thank-you letters. Answer the questions that follow.

Handwritten thank-you letters are such a simple way of making other people feel good, it is strange that so few people write them anymore. At work, a thank-you letter to employees is incredibly effective. It costs little and has no nasty side effects.

The effort involved in writing letters is very low. The pleasure on receiving them is very high. This makes them an excellent way to reward and motivate staff.

Doug Conant, chief executive of Campbell's Soup Company since 2001, knows the power of thank-you letters.

In a recent blog for the Harvard Business Review, he said that every day he works with an assistant, combing the company for people deserving thanks. He then writes them a thank-you letter.

Over the past 10 years he has sent 30,000 thank-you letters to his employees – more than 10 each day. Readers of the blog seem impressed: “Doug, What an inspiring post! Positive, genuine feedback is uplifting ...” writes one blogger.

But if these letters are so uplifting, why don't more chief executives write them? There seems to be three reasons. Firstly, chief executives running companies think their own work is more valuable than that of others. Since no one ever writes them thank-you letters they don't write any themselves. Secondly, they aren't close enough to the business to know who deserves thanks. Thirdly, they have forgotten the strange human truth that almost everyone would do almost anything in return for a simple pat on the back.

(a) (i) Give one reason why Lucy Kellaway suggests that employers should write more thank-you letters. (2 marks)

Award 2 marks

Answer may refer to any **one** of the following:

Excellent way to reward and motivate staff, costs little and has no nasty side effects, simple way of making other people feel good.

(ii) Suggest one other way a company could reward or motivate its employees. (3 marks)

Award 3 marks

Answer may refer to any **one** of the following:

Employee of the month award, bonuses based on targets, presentation of gifts, etc.

Any relevant answer is acceptable

(b) (i) Who is Doug Conant? (2 marks)

Award 2 marks

Chief Executive of Campbell's Soup Company

(ii) What does he do to motivate his staff, according to the above article? (3 marks)

Award **3** marks

Reference to writing a thank you letter

(c) (i) Give one reason why Lucy Kellaway thinks chief executives of companies rarely write thank-you letters. (2 marks)

Award **2** marks

Answer may refer to any **one** of the following:

Chief executives running companies think their own work is more valuable than that of others, since no one ever writes them thank-you letters they don't write any themselves, they aren't close enough to the business to know who deserves thanks, they have forgotten the strange human truth that almost everyone would do almost anything in return for a simple pat on the back

(ii) Do you agree with the writer, that people appreciate being thanked for their efforts at work? Give a reason for your answer. (4 marks)

Award **1** mark Yes or no

Award ex **3** marks Justification of answer

(d) Write a thank-you letter to a person who was kind or helpful to you while you were on work experience. (14 marks)

Candidate's / employer's address **1** mark

Date **1** mark

Appropriate salutation and conclusion **2** marks

Signature **1** mark

Content and layout of letter **9** marks

- Award ex **9** marks for relevance

## Section 2 Communications and Enterprise

### Answer question 3 or 4 or 5

3. (a) Briefly describe the student enterprise/mini-company which you were involved in during your Leaving Certificate Applied programme. (4 marks)

Award mark ex 4 marks. Any type of enterprise is acceptable. Candidates must develop answer for full marks.

(b) Outline your role in the enterprise/mini-company. (6 marks)

Award ex 6 marks. Emphasis is on candidate's own role.

If a candidate does not identify his / her individual role, mark to a maximum of 4 marks.

(c) Describe two challenges that arose when setting up your enterprise/mini-company and explain how you dealt with those challenges. (8 marks)

Award ex 2 marks for each challenge described

Award ex 2 marks for explanation of how enterprise dealt with challenge.

(d) Write a report outlining the skills and qualities that you learned or developed by participating in your enterprise/mini-company. In your answer identify two skills and two qualities that you developed and give examples. (12 marks)

Identification of two skills 2 marks each

Example of each skill 1 marks + 1 mark

Identification of two qualities 2 marks each

Example of each quality 1 marks + 1 mark

Candidates must give example in answer for full marks.

**OR**

4. Read the following passage, based on an article by Shelia Weyman, and answer the questions that follow.

When Peter Cullen and his son, Richard, found themselves out of work in 1997 they decided to stick together in the business they knew best –making sweets.

Between them they set up The Jelly Bean Factory. Now their company produces 10 million chewy, flavoured sweets every day in Blanchard town, West Dublin. Peter (66) handles the production side and Richard (44) looks after sales and marketing.

The Jelly Bean Factory employs 48 people and exports to more than 50 countries. In 2008 the company won the overall small business award from the Small Firms Association and in 2010 it was a finalist in the Ernst & Young Entrepreneur of the Year competition.

Peter Cullen says that while at work he largely puts out of his mind that he is Richards's father. However, "when there is a bit of a blow-up it can be quite lively", he admits. What the Cullens describe as the big advantages of working together are; a shared passion and an unspoken sense of trust.

Research shows that at times of economic downturn more family members end up working together. Dr Linda Murphy, a lecturer in Management at UCC's Department of Management and Marketing, explains: "I think we will see a lot of people setting up their own businesses and the first people they turn to for help are family members."

Dr Murphy believes that parents and adult children can work successfully together and points to the success of some Irish businesses that have been run by the same family for up to five generations. Murphy says that if parents and grown-up children are to work successfully together, everybody's role in the business must be clear. The Cullens and their Jelly Bean Factory are proof that parents and children can be successful business partners.

(a) (i) According to the article, why did the Cullens set up The Jelly Bean Factory? (2 marks)

Award **2** marks for any **one** of the following:

Found themselves out of work, they decided to stick together in the business they knew best.

(ii) Identify three facts, from this article, that show that The Jelly Bean Factory is a successful company. (6 marks)

Award **2** marks + **2** marks + **2** marks for each fact

Employs 48 people, exports to more than 50 countries, 2008 won the overall small business award from the Small Firms Association, 2010 finalist in the Ernst & Young Entrepreneur of the Year competition, produces 10 million chewy, flavoured sweets every day.

(b) Give one piece of advice from Dr Linda Murphy, in the above article that might help parents and adult children work successfully together. (4 marks)

Award **4** marks

Everybody's role in the business must be clear

(c) Would you like to work with a family member? Give two reasons for your answer. (6 marks)

Award **1** mark for Yes or no

Award **ex 3** marks + **ex 2** marks for two relevant reasons

(d) Many Leaving Certificate Applied classes invite local business people to speak to them.

Write an article for your school newsletter, explaining how a class would prepare for such a visit and outline two ways in which they would benefit from it. In your article you could refer to such a visit to your own class. (12 marks)

Award ex 4 marks explanation of preparation for visit of local business person  
Award ex 4 marks + ex 4 marks. Outline of each benefit to class.

**OR**

**5.** Examine the advertisement below and answer the questions that follow.

(a) (i) Examine the poster and list two ways provided to contact the Army Reserve. (2 marks)

Award 1 mark + 1 mark

Answer may refer to any **two** of the following:

Telephone, website, call into coastguard station in Dún Laoighaire.

(ii) In your opinion, who is the target audience for this advertisement? Give a reason for your answer. (4 marks)

Award 2 marks Identification of target audience

Award 2 marks explanation of answer

(b) Visuals (pictures, photographs, colour, illustrations, etc) are often an important part of an advertisement. In your opinion, are visuals used in an effective way in the advertisement for the Irish Army Reserve? Give two reasons for your answer. (6 marks)

Award 1 mark Yes or no

Award ex 3 marks + ex 2 marks Justification of answer

(c) Teamwork and leadership are listed as two skills you will learn in the Irish Army Reserve. Explain one way that the Leaving Certificate Applied programme has helped you to develop your teamwork or leadership skills. (6 marks)

Award ex 6 marks

Emphasis should be on candidate's own development of teamwork or leadership skills

If a candidate does not identify his / her individual development, mark to a maximum of 4 marks.

(d) Design an advertisement for your Leaving Certificate Applied mini-company. You may decide to describe the advertisement or illustrate it. Use the box provided on page 21 for your advertisement.

Your advertisement must include the following:

the name of your product or service or details of the event organised by your mini-company

You must also include at least **two** of the following:

- a logo
- a slogan
- a picture or description of the product or service or the event
- persuasive language
- relevant details e.g. dates, prices, contact numbers, etc. (12 marks)

Award ex 2 marks Identification of product **or** details of event

Award ex 4 marks + ex 4 marks for any **two** of the following:

- a logo
- a slogan
- a picture or description of the product or service or the event
- persuasive language
- relevant details e.g. dates, prices, contact numbers, etc.

Award ex 2 marks

Emphasis on tone / presentation style of advertisement etc.

### **Section 3 The Communications Media**

#### **Answer question 6 or 7**

**6.** Read the following piece about radio listenership figures in Ireland. It is based on the Joint National Listenership Research (JNLR) survey published early in 2011.

The Joint National Listenership Research (JNLR) survey measures which radio stations Irish people listen to and how many listeners programmes on these stations attract.

According to figures issued in February 2011, Ray D'Arcy had overtaken RTE's Ryan Tubridy as the king of mid-morning radio. The Today FM presenter had 3,000 more listeners for his three-hour show than Ryan Tubridy, who had 216,000 for his two-hour programme on 2fm.

Overall, RTE Radio 1 had 25% of all radio listeners nationally, up 1% since the previous survey. Today FM and 2fm are running neck-and-neck for the second spot on 13%. Newstalk remained unchanged with 8%, followed by RTE's Lyric FM at 3%.

The survey also revealed major losses of listenership by some programmes. Miriam O'Callaghan lost 11,000 listeners to her Sunday morning show, 'Miriam Meets'. Today FM's Ian Dempsey shed 10,000 listeners. Other favourites also suffered losses, including George Hook on the Newstalk afternoon drivetime show, 'The Right Hook', which was down 5,000 listeners. Joe Duffy on RTE Radio 1's 'Liveline' lost 4,000 listeners.

Current affairs shows, especially those with a focus on business and politics, gained listeners. The biggest winner was 'Morning Ireland', which gained 23,000 listeners. RTE's 'Drivetime' programme, presented by Mary Wilson, was also popular, with 5,000 new listeners. 'The Business', presented by former Fine Gael TD George Lee on Saturday mornings, attracted 4,000 new listeners, as did Pat Kenny's daily morning show.

(a) (i) According to the article, who is now ‘the king of mid-morning radio’? (2 marks)

Award **2** marks Ray D’Arcy

(ii) Name the two radio stations that share the second highest number of listeners. (2 marks)

Award **1** mark and **1** mark

Today FM, 2FM.

(iii) According to the survey, what type of programmes increased their listenership?  
Name one such programme. (4 marks)

Award **2** marks

Current Affairs

Award **2** marks for any **one** of the following:

Morning Ireland, Drivetime, The Business.

(b) Today FM is a national radio station. State **one** difference between a local and a national radio station. (2 marks)

Award **2** marks

Statement of difference

Any relevant answer is acceptable

(c) Name your favourite radio station. Give two reasons why you enjoy listening to this particular radio station. (6 marks)

Award **2** marks Name of radio station

Award **2** marks + **2** marks Justification of selection

(d) Imagine your Leaving Certificate Applied class has been invited to present a 30 minute talk-radio programme for young people on your local radio station. You have been asked to produce this exciting project.

Describe the programme you might produce. You might like to include some of the following:

- Name for the programme
- Suitable time for broadcast
- People you might interview
- Issues to be discussed
- Any other relevant ideas (14 marks)

Award ex **14** marks

**OR**

7. Read the following piece, based on a newspaper article by Marese McDonagh, about a project by students at Dublin Institute of Technology (DIT) and answer the questions that follow.

Music isn't just for people who can hear, according to DIT student, Thomas Geoghegan. Thomas performs in the first music video in Irish sign language, a version of Snow Patrol's *Hands Open*. The video is already proving to be a hit with both the hearing and deaf communities, attracting 1,150 hits in its first two weeks on YouTube.

*Hands Open* sounds like the perfect choice for the novel experiment and Thomas Geoghegan, chairman of the Sign Language Society at Dublin Institute of Technology (DIT), said the title was significant when it came to choosing a song. "It's a very upbeat and catchy song, and we thought it would be cool to perform it in Irish sign language," explains Geoghegan, who is not himself deaf and has no relatives with hearing difficulties.

The 23 year old native of Belmullet, Co Mayo became fascinated with sign language partly because of its importance as a communication tool. The music video is just one of the Sign Language Society's exciting ways of bringing sign language to a wider audience. It has also put a number of lessons on YouTube, where people can learn how to tell the time or play a poker hand in sign language.

The video was a joint project between DIT's sign language and guitar societies. Now other clubs and societies are queuing up to get involved in making sign language mainstream, according to Anita Conway, head of societies at the college. "We now have two classes in sign language every week at DIT. About 50% of people in the class are doing it because they have a relative or a friend who is deaf, while the others see it as a new skill that is really interesting.

(a) (i) What two societies at DIT cooperated to produce the sign language video of *Hands Open*?  
(2 marks)

Award **1** mark + **1** mark

Sign language, guitar.

(ii) Besides the music video, identify two other things that have been done at DIT to promote sign language at the college. (2 marks)

Award **1** mark + **1** mark.

Two classes in sign language every week, lessons on YouTube.

(b) Do you agree with Thomas Geoghegan that *Hands Open* was a good song to use for a sign language project? Give two reasons for your answer. (6 marks)

Award **1** mark Yes or no

Award ex 3 marks +ex 2 marks Justification of answer.

(c) Write a headline suitable for this article. Explain your choice. (6 marks)

Award 2 marks Suitable headline.

Award ex 4 marks Explanation.

Explanation must be fully developed to merit full marks.

(d) Imagine that you are a reporter with your local newspaper. Write an article about something that happened in your school or local community in the last twelve months. Remember to give your article a headline. (14 marks)

Award 2 marks Headline

Award ex 12 marks

## Section 4 Critical Literacy and Composition

Answer question 8 or 9

8. Read the edited extract adapted from *Come September*, an essay by Dymphna Murray Fennell, and answer the questions that follow.

They say August is a wicked month. For anyone who has ever faced back to school in September, the last week in August is particularly hard. True, the back to school notices have been in the shops for weeks. However, the 'holiday mode' can tide you over until the last week, when it is 'countdown' to the first day of term!

The bell shrills to start the day, and the term, and the new school year. Students throng into classrooms that have been scrubbed and painted over the summer, all traces of last year's graffiti gone. Does M.T still love T.M? Or has that too been erased during the holidays?

The first years try to look at home in their new school and new uniforms. Already a kind of pecking order is emerging. Sarah and friends know all about the system from older sisters who have been here. Girls who knew each other in primary school flock together, or avoid each other, depending on past experiences. Youngsters who know nobody are drawn towards each other. In years to come, many a story will be shared about first impressions on this milestone day in September.

Older students observe the newcomers with a kind of superiority and sympathy. They get on with the business of counting the days to mid-term break. Serious folk are already planning study time-tables and time management schemes. But most people are looking back at the summer that was, who went where and with whom – all the happiness and heartbreak of the teenage world captured in sharing and remembering.

(a) What do you think the writer means when she says, “the last week in August is particularly hard”? Explain your answer. (4 marks)

Award ex 4 marks

Reference to sense of holidays ending, etc  
Any relevant answer acceptable here.

(b) What is the attitude of the older students towards the first years in this extract? (4 marks)

Award 4 marks

Reference to observing them with a sense of superiority and sympathy

(c) (i) What in the article suggests to you that the writer could be a teacher?  
Explain your answer. (4 marks)

Award ex 4 marks.

Use of language in the article, etc.

(ii) Do you think this is a realistic account of the first day of a new school year?  
Give two reasons for your answer. (4 marks)

Award 1 mark for Yes or no.

Award 2 marks + 1 mark.

(d) Select a short story or novel that you have studied.

Describe the time and place (setting) in which the novel or short story is set.

Explain why you would or would not like to have lived in this time or place.

(14 marks)

Award ex 7 marks Description of setting.

Award ex 7 marks Justification of answer.

**OR**

9. Read the poem below by Wendy Cope and answer the questions that follow.

At lunchtime I bought a huge orange –  
The size of it made us all laugh.  
I peeled it and shared it with Robert and Dave –  
They got quarters and I got a half.  
And that orange, it made me so happy,  
As ordinary things often do  
Just lately. The shopping. A walk in the park.  
This is peace and contentment. It's new.  
The rest of the day was quite easy.  
I did all the jobs on my list  
And enjoyed them and had some time over.  
I love you. I'm glad I exist.

Wendy Cop

(a) Why do you think the poet is in such a good mood in this poem? Explain your answer. (4 marks)

Award ex 4 marks.

Answer must refer to poet.

Answer must be fully developed to merit full marks.

(b) Describe another picture that could be used to illustrate this poem. Explain your choice. (4 marks)

Award 2 marks Description of picture.

Award 2 marks Explanation.

(c)(i) Did you enjoy this poem? Explain your answer. (4 marks)

Award 1 mark Yes or no

Award ex 3 marks Explanation.

(ii) In this poem the poet writes about ordinary things that make her happy.

Write about one ordinary thing that makes you feel happy. (4 marks)

Award ex 4 marks

(d) Name a poem or a popular song which you have studied that makes you feel either happy or sad.

Write out your favourite line from the poem or song and explain why you liked it.

Why does this poem or song make you feel either happy or sad? Give three reasons for your answer. (14 marks)

Award 2 marks Selection of poem or a popular song.

Award 2 marks Selection of line and 2 marks explanation of appeal.

Award ex 4 marks + ex 2 marks + ex 2 marks for explanation of why poem or song makes candidate feel either happy or sad.

Explanation needs to be developed to merit full marks.

