



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2013

Marking Scheme

English & Communication

Common Level

Note to teachers and students on the use of published marking schemes

Marking schemes published by the State Examinations Commission are not intended to be standalone documents. They are an essential resource for examiners who receive training in the correct interpretation and application of the scheme. This training involves, among other things, marking samples of student work and discussing the marks awarded, so as to clarify the correct application of the scheme. The work of examiners is subsequently monitored by Advising Examiners to ensure consistent and accurate application of the marking scheme. This process is overseen by the Chief Examiner, usually assisted by a Chief Advising Examiner. The Chief Examiner is the final authority regarding whether or not the marking scheme has been correctly applied to any piece of candidate work.

Marking schemes are working documents. While a draft marking scheme is prepared in advance of the examination, the scheme is not finalised until examiners have applied it to candidates' work and the feedback from all examiners has been collated and considered in light of the full range of responses of candidates, the overall level of difficulty of the examination and the need to maintain consistency in standards from year to year. This published document contains the finalised scheme, as it was applied to all candidates' work.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with their Advising Examiners when in doubt.

Future Marking Schemes

Assumptions about future marking schemes on the basis of past schemes should be avoided. While the underlying assessment principles remain the same, the details of the marking of a particular type of question may change in the context of the contribution of that question to the overall examination in a given year. The Chief Examiner in any given year has the responsibility to determine how best to ensure the fair and accurate assessment of candidates' work and to ensure consistency in the standard of the assessment from year to year. Accordingly, aspects of the structure, detail and application of the marking scheme for a particular examination are subject to change from one year to the next without notice.

Part One-Audio Visual

ANSWER ALL QUESTIONS

1. Name the presenter of the programme, *What's Happening to Television?* (2 marks)

Award **2 marks** Miriam O'Callaghan

2. List **three** ways in which people can access television in Ireland today. (3 marks)

Award **1** mark for each way given. Answer given may refer to any **three** of the following:
on-line, Sky box, You tube, smartphone devices, laptops, I-pad, tablet device, Netflix, box sets

3. Identify your preferred way of watching television. Explain your choice. (3 marks)

Award **1** mark for identification of medium
Award **ex 2** marks for explanation

4. Would you miss access to your mobile phone or the Internet more than you would miss access to television? Explain your answer. (4 marks)

Award **ex 4** marks for explanation

5. Compare your media experiences with those of the teenagers shown in the clip. (8 marks)

Award **ex 8** marks
Answer must be developed to merit full marks

6. Based on what Jill McGrath has to say in the clip, fill in the missing figures in the following sentences. (2 marks)

(i) On average, people in Ireland watch _____ hours of television every day.

Award **1** mark 3 and almost $\frac{3}{4}$ hours

(ii) _____% of television programmes viewed in Ireland are broadcast live.

Award **1** mark 92%

7. Identify which **one** of the following programmes you would prefer to watch as a live broadcast: The Nine O’Clock News; an episode of your favourite soap opera; an All-Ireland hurling final; The Voice of Ireland; your favourite chat show. Explain your answer. (6 marks)

Award **ex 6** marks

Answer must be developed to merit full mark

8. Based on evidence from the clip, explain why you think *The Voice of Ireland* is an expensive programme to produce. (4 marks)

Award **ex 4** marks

Answer must be relevant and developed to merit full marks

9. Based on your viewing of the clip, explain the appeal of live television. (8 marks)

Award **ex 8** marks

Answer needs to be relevant to the clip to merit full marks

Answer must be developed to merit full marks

Part Two-Written

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. Read the following article about telephone skills necessary in the work place and answer the questions that follow.

Top Tips When Making and Taking Telephone Calls at Work

-  **Answer the telephone promptly** – In any business it is vital to answer the telephone promptly. A customer, or potential customer, may choose to take their business elsewhere if kept waiting. Time is money!
-  **The greeting** – Always clearly state the name of the business when answering the telephone. Use your greeting to warmly welcome existing and potential new customers. Your tone of voice is important when using the telephone. A friendly greeting can encourage customers to do business.
-  **Telephone manners** – What you say and how you say it truly matters when you are dealing with customers. It is essential to be pleasant and polite to all callers. This is true even if the caller is difficult or making a complaint. The relationship a business has with its customers can be helped when its employees have good telephone skills. Poor telephone skills, when employees are rude or unhelpful, can damage relationships with customers and lose business.
-  **Handling an unhappy caller** – It is important that employees remain calm when dealing with an unhappy caller. Bad language, personal insults or the use of sarcasm is never appropriate in a business situation, even if provoked.
-  **Dealing with customers** – Every telephone call is potentially an opportunity to do business. Employees should always be as helpful as possible when speaking to anybody on the telephone. When answering a question from a customer or potential customer, supply as much information as you can and remember to seek the assistance of a more experienced employee if you need more information.
-  **Taking & leaving messages** – When taking a telephone message for other employees gather all the necessary information and make sure that the message is delivered promptly to the appropriate person. When leaving a message, speak clearly and provide all of the necessary information, including contact details, so that a customer or potential customer is more likely to get back in touch.



- (a) Why is it important that the telephone be answered promptly in a business situation? (2 marks)

Award **2** marks

Answer must refer to idea that customer may take their business elsewhere if kept waiting

- (b) (i) Give **two** reasons why employees who answer the telephone at work should be provided with training to develop their telephone skills. (4 marks)

Award **2** marks + **2** marks

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

Fosters good customer relations, encourages customers to do business, provides guidelines on what should be said, guidelines on how things should be said, guidelines on dealing with difficult customers, etc.

Any relevant answer is acceptable here

- (ii) Many companies do not allow employees to make or take personal telephone calls while at work. Explain why you think this is the case. (4 marks)

Award **ex 4** marks Explanation

Answers may refer to any of the following:

Sense of being a distraction from work, potential customers unable to get in contact, etc.

Any relevant answer is acceptable here

- (c) A friend of yours on work experience is having trouble dealing with difficult customers on the telephone. Give **two** pieces of advice you would offer your friend in this situation. (8 marks)

Award **ex 4** marks and **ex 4** marks

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

Refer matter to relevant personnel, remain calm and get facts, do not use bad language, personal insults or sarcasm, etc.

Any relevant point is acceptable here

- (d) Read the telephone conversations in the pink and blue boxes below and in each case answer the question that follows.

Telephone rings.

Employee: Yeah.

Caller: Is this Good Value School Supplies?

Employee: Yeah.

Caller: Do you have scientific calculators in stock?

Employee: No.

Caller: Will you be getting them in?

Employee: Don't know.

Caller hangs up

- (i) Outline **two** problems you can identify with the employee's telephone skills evident in the above conversation. (6 marks)

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

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

Manner of greeting, being unhelpful, providing no information to customer, has made no attempt at taking a message, has made no attempt to refer matter to another more experienced employee, etc.

- (ii) Imagine you work for the Good Value School Supplies Company. At the moment the company is out of scientific calculators, but expects a delivery in the next few days. **Fill in the lines** left for the employee's responses in the telephone conversation in the blue box, below. Your responses should be courteous to the customer and clearly demonstrate good telephone skills. (6 marks)

Manner of greeting	Degree of information given to customer	Telephone skills evident
Award ex 2 marks	Award ex 2 marks	Award ex 2 marks

Answer must refer to fact that the company expects a delivery in the next few days to merit full marks

Telephone rings.

Employee: _____

Caller: Hello, do you know if you have any scientific calculators in stock at the moment?

Employee: _____

Caller: Thank you very much for your help. I look forward to hearing from you.

Employee: _____

OR

2. Read the following information about the **TV10** Work Experience Programme and answer the questions that follow.

TV10 Work Experience Programme 2013



TV10 are delighted to announce the launch of a new week-long **Work Experience Programme** for second level students. The programme will commence on the 16th of August, 2013 and we are inviting applications from students now.

The week promises to be an exciting one for anyone with an interest in television. You will get an opportunity to experience many areas of television production such as lighting; video recording; video editing; camera operation; script writing; producing and directing. You will have an opportunity to watch from behind the scenes as a television programme is made and spend a week with some well-known television personalities. This promises to be a once-in-a-lifetime opportunity.

Places on this programme are limited and a selection process will apply.

To apply for this Work Experience Programme you must:

1. Write a letter of application, in which you outline your interest in the programme and explain why you think you should be offered a place on it.
2. Provide a reference from a teacher or community worker which demonstrates your interest in working in television.

Closing date for application is Friday, June 16th, 2013.

Letters of application and references can be sent by post to:

HR Manager,
TV10,
100 O'Connell Street,
Dublin

Or
emailed to recruitment@tv10.ie



- (a) List **two** ways that completed applications for the Work Experience Programme can be submitted to **TV10**. (2 marks)

Award **1** mark for each of the following:

Post, email

- (b) (i) Outline **two** challenges or difficulties that you faced while on work experience. (4 marks)

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

Identification of each challenge or issue

- (ii) Explain how you dealt with these challenges or difficulties. (4 marks)

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

Explanation of how issue was dealt with

- (c) Describe **two** skills that you learned during your Leaving Certificate Applied work experience and explain why you think each of these skills will help you when applying for future employment. (8 marks)

Award **ex 2** marks each for relevant skill described

Award **ex 2** marks each for explanation

- (d) You have decided to apply for the **TV10** Work Experience Programme described above. Write a **letter of application** outlining your interest in the programme and explaining why you think you should be offered a place on it.

N.B. The personal details used in the letter should not be your own. (12 marks)

Candidates / employer's address	Date and signature	Appropriate salutation and sign off	Relevant content and layout of letter
2 marks	2 marks	2 marks	ex 6 marks

Section 2 Communications and Enterprise

Answer question **3** or **4**

- 3.** (a) Describe the student enterprise/mini-company organised by your Leaving Certificate Applied class. (4 marks)

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

- (b) (i) Outline your role in the enterprise/mini-company. (4 marks)

Award mark **ex 4** marks. Emphasis is on candidate's own role.

If a candidate does not identify his / her individual role, mark to a maximum of **2** marks

- (ii) Name and describe **one** other role in this enterprise/mini-company undertaken by another student in your Leaving Certificate Applied class. (4 marks)

Award **1** mark Name of other role
Award **ex 3** marks Description of role

- (c) Outline **two** pieces of advice in relation to running an enterprise or mini-company that you would offer to students taking the Leaving Certificate Applied Programme next year. (6 marks)

Award **ex 3** marks + **ex 3** marks for each piece of relevant advice

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

Working together as a team, importance of market research, delegation of roles, publicity and promotion of product or service, etc.

- (d) Write **a reflection** about your involvement with your classes' enterprise/mini-company. Your reflection should include the following information:

- The skills you developed through your involvement with the enterprise/mini-company.
- The challenges or problems you encountered.
- What you learned about yourself.

(12 marks)

The skills developed	The challenges encountered	What you learned about yourself
Award ex 4 marks	Award ex 4 marks	Award ex 4 marks

Reflection must be developed, explained or demonstrate depth to merit full marks

OR

4. The following article is based on information from phorest.com, siliconrepublic.com and the Sunday Times. Read the article and answer the questions that follow.

Ronan Perceval, the founder of salon software solutions company, Phorest, spent some time in China teaching English after he left school. Having returned to Dublin, to study law at Trinity College he, along with his friend Dylan Collins, was full of entrepreneurial ideas. One of their early business ventures involved collecting mobile phone numbers from students. “We simply walked up to them and asked – everybody gave them.” They sold the numbers to city-centre nightclubs for text marketing campaigns. However this success was short lived. Perceval says, “We soon realised there wasn’t really a business in it; anyone could copy it and do the same thing.”

The young business man’s next venture has proved more successful. Along with a partner, Perceval set up a software business, called Phorest, aimed at the hair and beauty salon market. He explains, “Phorest came into being when the girlfriend of my co-founder needed a way of cutting down on no-shows – customers who book an appointment but fail to turn up. This problem was costing her business about €20,000 a year. We built a little calendar app to text appointment reminders and it worked a treat, cutting down no-shows by more than 70%.



The Phorest software in use in a salon

Business has gone from strength-to-strength. Phorest’s products allow salons to run aspects of their business such as taking appointments and marketing, and taking bookings online through their website and Facebook page. There are now 500 salons in Ireland and 700 in the UK using this software. The company, which is based in Dublin, will have sales of €3 million this year. It employs 32 staff and is profitable, with about 35 salons a month adopting its software.

- (a) (i) Name the company founded by Ronan Perceval. (2 marks)

Award 2 marks Phorest

- (ii) How many employees does the company have now? (2 marks)

Award 2 marks 32 staff

- (iii) Give **two** ways in which the software can assist hair and beauty salons. (2 marks)

Award 1 mark + 1 mark for any **two** of the following:

taking appointments, marketing, taking bookings online, texting appointment reminders, helps business to be profitable

- (b) Based on your reading of the above article, identify **one** entrepreneurial skill or talent that you think helped Ronan Perceval to set up a successful business. Explain your answer. (6 marks)

Identification of skill or talent 2 marks

Award **ex** 4 marks Explanation

- (c) Text marketing involves texting advertisements to mobile phones. Do you think this is an effective form of advertising? Explain your answer. (6 marks)

Award **ex 6** marks Explanation
Answer must be developed to merit full marks

- (d) Explain what, in your opinion, would be the advantages and disadvantages of running your own business. (12 marks)

Award **ex 6** marks Explanation of advantages
Award **ex 6** marks Explanation of disadvantages
Answer must be developed to merit full marks

Section 3 The Communications Media

Answer question 5 or 6 or 7

5. Read the following article, based on information from www.chooseradio.ie and answer the questions that follow.

We're Irish and We Listen to the Radio more than Anyone Else in the Whole Wide World is the theme of the fourth annual Choose Radio Campaign. This campaign aims to encourage advertisers to invest in radio advertising by demonstrating its power and potential to reach millions of listeners.

Irish people have a unique relationship with radio. This can be seen by how much Irish people listen to the radio, compared to markets like the UK. Irish people listen to four hours of radio every day, according to the most recent JNLR figures. Every day three million people switch on their radios in the car, in the home and in the workplace around Ireland.

Scott Williams, Chairman of the Independent Broadcasters of Ireland said: "radio is at the heart of all Irish communities. Irish radio continues to thrive despite the decline in listenership witnessed in other countries. In fact, through social media and new technology, listeners have become more engaged with Irish radio than ever before."

Jointly developed by the Independent Broadcasters of Ireland and RTE Radio, the campaign will broadcast across all thirty six radio stations in Ireland. The ads are voiced by Mario Rosenstock.

For the first time the Choose Radio campaign will offer Irish companies the chance to win €100,000 worth of radio advertising. Anthony Whittall, Commercial Director for RTE Radio said, "This is a fantastic opportunity for an Irish company to experience the power of radio advertising. No other medium has the creative potential of radio or the ability to connect with individuals in such a personal way."

If you want to reach and sell to these people effectively, Choose Radio.



- (a) (i) Give **two** facts from the above article that prove Irish people love to listen to the radio. (2 marks)

Award **1** mark + **1** mark for each fact:

Irish people listen to four hours of radio every day, every day three million people switch on their radios in the car, home and workplace, there are 36 radio stations in Ireland

(ii) Radio offers listeners a wide variety of programmes. Identify **two** different types of programmes that can be heard on radio. (2 marks)

Award **1** mark for any **two** of the following:

News, music, sports, drama, phone-in, current affairs, documentaries / features, magazine etc

(b) Outline **two** advantages that you think radio has over other forms of communication. (6 marks)

Award **ex 3** marks + **ex 3** marks for each advantage outlined

(c) Name your favourite radio station. Explain why this particular radio station appeals to you. (6 marks)

Award **2** marks Name of radio station

Award **ex 4** marks Explanation of appeal

(d) Your class would like to broadcast a one hour radio programme as part of their Communications Media course. Write **a letter** to the director of your local radio station, explaining your classes' idea, identifying the target audience and outlining the possible content of the programme. (14 marks)

Candidates / director's address	Date and signature	Appropriate salutation and sign off	Relevant content and layout of letter
2 marks	2 marks	2 marks	ex 8 marks

OR

6. Read the following article, based on information taken from the *Irish Independent*. It is about the switch over from analogue to digital television that took place in 2012.

Irish television viewers have seen the back of snowy pictures and poor reception following the completion of the switch over from analogue to digital television.

More than fifty years of analogue broadcasting came to an end when the original signal was switched off at RTE headquarters. The old network has been replaced with a new service known as Saorview. Minister for Communications Pat Rabbit, attended the switchover at the television centre in RTE and described the move to a new transmission service as an historic event. The Minister said, “What we are doing here today ensures people will continue to have access to free-to-air television, providing a full range of services with a strong national voice.” People who had not prepared for the switch over by buying a set-top digital box or a Saorview approved TV will have seen their screens go blank.



The switchover to digital TV, which provides greater choice in channels and a clearer picture, brings Ireland in line with the rest of Europe.

- (a) (i) What is the name of the new digital service that replaces the analogue network? (2 marks)

Award 2 marks Saorview

- (ii) Identify **two** benefits that viewers will enjoy from the switchover to digital television. (2 marks)

Award 1 mark for each benefit identified:

Providing a greater choice in channels, clearer picture, access to free-to-air television

- (b) Television is just one form of media that competes for young people’s attention. Identify **one** other form of media that is popular with young people and explain its appeal. (6 marks)

Award 2 marks Identification of media

Award **ex 4** marks Explanation of appeal

- (c) Many people choose to watch box-sets of popular television programmes. Explain why, in your opinion, box-sets are so popular. (6 marks)

Award **ex 6** marks Explanation of appeal

Candidates may refer to convenience of access, ability to control viewing, etc

Candidates must develop answer to merit full marks

- (d) In the course of your Communications Media studies you learned about various types of television programmes; the importance of time slots; target audiences and advertising. Choose a type of television programme, suitable for broadcast at a particular time. Explain your choice and identify a product or service that might advertise during this programme. (14 marks)

Award 2 marks Type of programme

Award 2 marks Explanation of choice of programme

Award 2 marks Identification of target audience

Award **ex 3** marks Justification of selection of target audience

Award 2 marks Selection of product or service

Award **ex 3** marks Justification of selection of timing of advertisement

OR

7. The following article is based on a piece by Ed Power in *The Sunday Times*. Read the article and answer the questions that follow.



The power of YouTube was illustrated recently when Dave Williams and Eoin O’Leary, two Tralee music technology students, achieved 500,000 hits with *Kerry Shtyle* their tribute to the movie, *Pulp Fiction*.

A class project by the students giving Samuel L. Jackson and John Travolta Kerry accents in the “Royale with cheese” scene, was a huge hit. It even received the blessing of *Pulp Fiction* director, Quentin Tarantino, when it was shown to him on *The Graham Norton Show* on BBC1. “We didn’t know they were going to show it, it was astonishing,” says Williams. “It was fantastic to receive the approval of Tarantino.”

Another video that went viral, is the football trick-shots clip posted by former Meath minors, Fiachra Ward, 19, and Niall O’Reilly, 17, which has attracted nearly 150,000 views. “It got picked up by websites and a lot of inter-county players re-tweeted it,” says Fiachra. “Then it started going international. We were contacted by people from Chile, the Czech Republic and France. It was astonishing.” With Ward studying at UCD and O’Reilly about to do his Leaving Cert, they haven’t had much time to film a follow-up. Still it’s something they are determined to do having received a taste of the exposure that a YouTube hit can bring.

Viral web-videos are reshaping the way we entertain and inform ourselves. For Irish film-makers, viral culture is especially important. On a small island off the coast of Europe, reaching a global audience has not always been easy. In theory, it’s possible to earn a living – or at least an income from a viral hit. If you sign up to YouTube’s partner programme, a short advertisement will be shown before your video, with a small percentage of the money made going to the video maker. However, would-be YouTube stars shouldn’t quit their day jobs just yet. Unless you are uploading new videos every week, and consistently receiving millions of hits, you’ll have a hard time making much money.

- (a) (i) Name the famous movie that *Kerry Shtyle* is based on. (2 marks)

Award 2 marks *Pulp Fiction*

- (ii) Name the television show that publicised the *Kerry Shtyle* clip. (2 marks)

Award 2 marks *The Graham Norton Show*

- (iii) List **two** different kinds of media mentioned in the above article. (2 marks)

Award 1 mark + 1 mark

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

YouTube, television, websites

- (b) Based on what you have read above, explain how it is possible to make money by uploading a video on YouTube. (4 marks)

Award **ex 4** marks

Reference to signing up to YouTube’s partner programme where short advertisement is played before your video

- (c) *The Sunday Times* is a broadsheet newspaper. Outline **two** typical features of a broadsheet newspaper. (6 marks)

Award **ex 3** marks + **ex 3** marks Identification of features of broadsheet

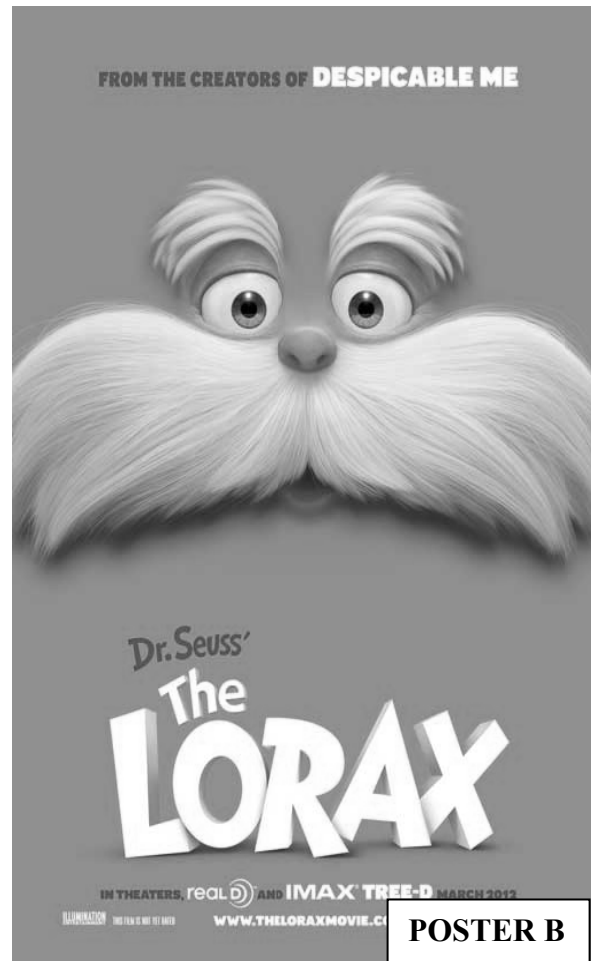
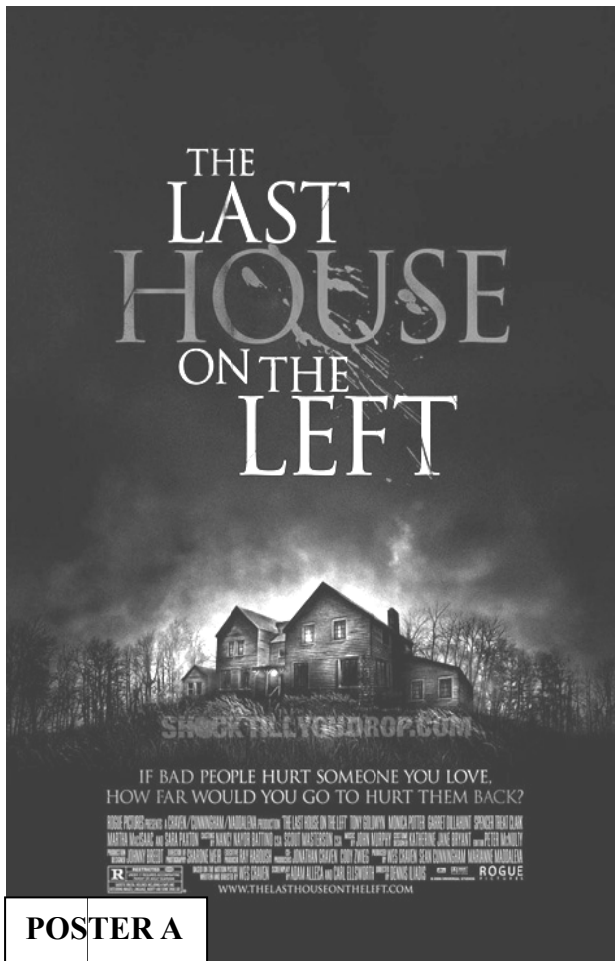
- (d) Fill in the information required below, based on what you have learned about local newspapers in the course of your Communications Media module. (14 marks)

Name of local newspaper	Description of contents	Outline of differences
Award 2 marks	Award ex 6 marks	Award ex 6 marks

Section 4 Critical Literacy and Composition

Answer question **8** or **9**

- 8.** Carefully examine the film posters below and answer the questions that follow.



- (a) (i) What type or genre of film do you think POSTER A is advertising? Based on what you see in the poster, give one reason why you think it is that type of film. (3 marks)

Award **1** mark Identification of genre
Award **ex 2** marks Justification of answer

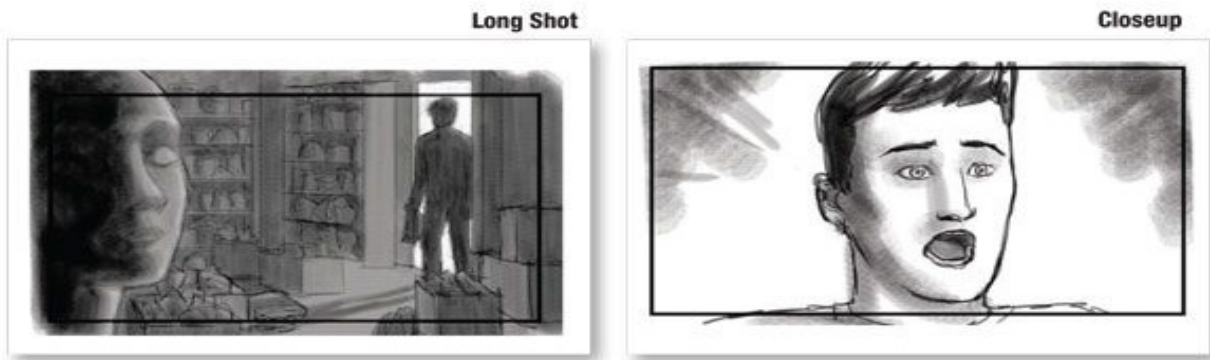
- (ii) What type or genre of film do you think POSTER B is advertising? Based on what you see in the poster, give one reason why you think it is that type of film. (3 marks)

Award **1** mark Identification of genre
Award **ex 2** marks Justification of answer

- (b) How do you prefer to watch films: in the cinema; on DVD or online? Give reasons for your answer. (6 marks)

Award **ex 6** marks
Candidates must develop answer to merit full marks

- (c) Explain why a film director might choose to use any **one** of the camera shots illustrated below. (4 marks)



Award **ex 4** marks Explanation

- (d) Select a play or film that you have studied. Describe the most exciting or memorable moment in your chosen play or film and explain what the writer or director did to make it so exciting or memorable. (14 marks)

Award **2** marks Name of play or film
Award **ex 6** marks Description of moment
Award **ex 6** marks Explanation
Explanation needs to be developed to merit full marks

OR

9. The following poem, “The Everyday Hymn”, is by Clare Carlile, one of the winners of the 2012 Foyle Young Poets of the Year award. The poem celebrates three different sounds; describing them as, “small pleasures”. Clare was seventeen years-of-age when she wrote the poem. Read the poem carefully and answer the questions that follow.



The Everyday Hymn

Small pleasures

Like opening a can, putting pressure down
And pulling back the rounded metal tag,
Forefinger slipped under, braced against the hiss
Of hydrogen, the give of metal against the thumb
And the kick as the seal passes out.
Even like the low crunch as the speckled,
Porcelain egg shell collides with the thick rimmed
Baker's bowl and splits, just round the side,
Into one thousand geometric shapes.
Or smaller still, the just audible shake
In a person's voice when a laugh
Is yearning to escape.

Clare Carlile

- (a) The sounds described in the poem are made when opening a can of fizzy drink; breaking an egg and the quiet sound of somebody trying not to laugh. Which of these three small pleasures mentioned in the poem is your favourite? Explain your choice. (6 marks)

Award **2** marks Selection of favourite

Award **ex 4** marks Justification of choice

- (b) Do you think "The Everyday Hymn" is a good title for this poem? Explain your answer. (4 marks)
Award **ex 4** marks Explanation

- (c) Describe **one** small 'everyday pleasure' of your own that you enjoy and explain why you enjoy it. (6 marks)

Award **2** marks Description

Award **ex 4** marks Explanation of choice

- (d) Name a poem or a popular song that you have studied which you think conveys an important or interesting message.

- Outline the important or interesting message you think the poem or popular song conveys.
- Choose one image or line that you think best conveys this message. Explain your choice.

(14 marks)

Name of poem or popular song	Message conveyed in poem or song	Choice of image or line	Explanation
Award 2 marks	Award ex 6 marks	Award 2 marks	Award ex 4 marks

