



# Coimisiún na Scrúduithe Stáit State Examinations Commission

*Leaving Certificate Applied 2016*

## English and Communication (160 marks)

Wednesday, 8<sup>th</sup> June 2016

Morning 9.45am to 11.45am

### **General Directions**

1. Write your EXAMINATION NUMBER in this space:

2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.

*For the Superintendent only*

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.

Centre Stamp

<i>For the Examiner only</i>	
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 <b>Total</b> box on the script.	

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



ANSWER ALL QUESTIONS

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

1. According to the voice-over, how many people read a local newspaper, in print or online, every week? (1 mark)


2. Name the local newspaper from Clare that features in the clip. (1 mark)


3. Identify two things *The Mayo News* team did to make their April Fools’ Day story convincing for their readers. (4 marks)


4. Describe the various reactions of the online readers to the joke played by *The Mayo News*. (4 marks)


5. We are told in the clip that many newspapers around the world have closed down. Suggest one reason for the decline in the popularity of printed newspapers. (4 marks)


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

6. Outline the work reporter Ciara Galvin does at *The Mayo News*. (6 marks)


7. Outline two skills you think reporters like Ciara Galvin require in order to carry out their work. (6 marks)



8. Who do you think is the target audience for local newspapers online? Explain your answer. (6 marks)


9. Based on the clips from *The Local Eye*, what do you find most interesting about local newspapers? Explain your answer. (8 marks)










<b>Two skills or qualities I developed during my work experience placements</b>

<b>How I have progressed and benefitted from these work placements</b>

**OR**

2. Read the following passage, adapted from the website, irishtimes.com. Answer the questions that follow.

There are many wonderful things about our digital age – ipods, Skype, Facebook all helping us to share information and make friends with new people all over the world. They enable us to contact our loved ones in an emergency. And, of course, there’s e-mail. But there are things from the pre-digital age that we didn’t really appreciate until they were under threat.

Things like being uncontactable, but free, the minute you left your house. Or wondering about things instead of being able to satisfy the slightest curiosity with a Google search. We can't stop technological progress, and generally that's a good thing. But that doesn't mean that we can't continue to cherish the things that were big parts of people's lives in the pre-digital age. Here are two of them.

**Charlie Connelly on Phone Books**

Thanks to Facebook and Twitter, it sometimes feels like the digital age has eroded our sense of privacy. But we shouldn't forget that for years, most households listed their landline phone numbers and addresses publicly in phone books. Author, Charlie Connelly has very fond memories of phone books. “The arrival of a new phone book caused excitement. There was something really satisfying about reading your own number in this book.”

The phone book was also entertaining. Connelly and his cousin Alex would entertain themselves by finding funny names in it.



**Anna Carey on Letters**

When I first encountered e-mail as a student, it seemed like a godsend. Instant communication! No waiting! What was not to love? But over the years I've realised that although e-mail and the internet has enriched my life in countless ways, I miss some of the things it left behind. Like letters. No e-mail, no matter how funny or charming, will ever make me laugh as much as the time I received a very long and entertaining letter from my friend Miriam. She sent it in a giant envelope that she had made herself out of a Bon Jovi poster. I have a large box full of letters sent by friends during my teens and college years, but most of the e-mails I've received since are either buried in an inbox or lost forever.



(a) (i) Outline two advantages of our digital age, mentioned in the article above. (2 marks)


(ii) Explain why Charlie Connelly found the phone book entertaining. (2 marks)

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(iii) Outline one disadvantage Anna Carey finds with e-mails. (2 marks)


(b) Describe one way in which you improved your communication skills during your Leaving Certificate Applied course. (6 marks)


(c) Written communication is important in both our personal and working lives. Outline two reasons why you might decide to write a letter instead of making a phone call when applying for a job. (6 marks)






## Section 2

## Communications and Enterprise

### Answer question 3 or 4

3. Read the following press release, taken from the website [localenterprise.ie](http://localenterprise.ie) about Ireland's Best Young Entrepreneur Competition. Answer the questions that follow.

#### **Your Local Enterprise Office is looking for Ireland's Best Young Entrepreneur.**

##### **What is it?**

Ireland's Best Young Entrepreneur is open to anybody between 18 and 30 with an idea for a start-up or existing business. It doesn't matter what you want to do, all that matters is that you have a good business idea that works. The aim of Ireland's Best Young Entrepreneur initiative is to support a culture of entrepreneurship among young people in Ireland, to promote entrepreneurship as a career choice, and to encourage Ireland's young people to set up new businesses which will ultimately create jobs.



**Philip Martin, who won an award for his Blanco Niño tortillas and tortilla chips.**

##### **Where do I fit in?**

The first stage is a county-based competition, organised through the Local Enterprise Offices, leading to the naming of the Best Young Entrepreneur in each county. This will be followed by eight regional finals, with one young business-person being crowned Ireland's Best Young Entrepreneur at the national finals in Google's European HQ in Dublin. Up to 50,000 euro will be awarded to three winners in each county. The winners at national level can then receive up to an additional 50,000 euro. Over 400 young entrepreneurs will also win places at regional Business Bootcamps with mentoring supports, to further develop their business skills.

##### **Categories:**

<b>Best Business Idea</b>	<b>Best Start-Up Business</b>	<b>Best Established Business</b>
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##### **So how do I apply?**

Applying is simple. You can apply online at [www.localenterprise.ie](http://www.localenterprise.ie) or [www.ibye.ie](http://www.ibye.ie) or by searching #IBYE on social media and YouTube.

(a) (i) Explain what you think the term START-UP BUSINESS means. (2 marks)


(ii) List two of the categories in the competition. (2 marks)


(iii) Explain the term ENTREPRENEUR in your own words. (2 marks)


(b) Do you think running a competition like this is a good way to encourage young people to get involved in business? Give two reasons for your answer. (6 marks)


- (c) Imagine you are a judge in Ireland's Best Young Entrepreneur Competition. Describe two business qualities or skills that you feel a candidate needs to show in order to be successful in this competition. (6 marks)


- (d) As you learned from studying the enterprise module of your course, running a large business requires people to act in various managerial positions such as:

- General Manager
- Production Manager
- Finance Manager
- Sales Manager
- Personnel Manager.

- Which of the above managerial positions would you most like to hold in a business?
- Describe what this type of manager does in a business
- Outline the most important skill or quality you think is needed to be successful in this role
- Explain why you would like to hold this position. (12 marks)

<b>Which of the above managerial positions would you most like to hold in a business?</b>
<b>Describe what this type of manager does in a business</b>




<b>Outline the most important skill or quality you think is needed to be successful in this role</b>

<b>Explain why you would like to hold this position</b>

**OR**



(c) Outline at least one way in which the skills you learned could help you to secure a job. (6 marks)


(d) Your Leaving Certificate Applied class has recently won a competition for Ireland's best school mini-company/enterprise. You have been asked to give a speech at the prize-giving ceremony. Write out the **speech** you would make.

Include the following in your speech:

- Greetings and opening remarks
- The name of the mini-company/enterprise
- Describe what the mini-company/enterprise did
- Explain why you believe your mini-company/enterprise was a worthy winner in the competition.

(12 marks)

<b>Greetings and opening remarks</b>
<b>Name the mini-company/enterprise</b>
<b>Describe what the mini-company/enterprise did</b>


<b>Explain why you believe your mini-company/enterprise was a worthy winner in the competition</b>

**Section 3 The Communications Media  
Begins on Page 21**

## Section 3

## The Communications Media

### Answer question 5 or 6

5. Read the following piece, adapted from independent.ie, on the growing success of the television programme, *Mrs Brown's Boys*. Answer the questions that follow.



The TV series *Mrs Brown's Boys* has picked up yet another prize at the National Television Awards in the UK, for most popular comedy programme. The show's success has been phenomenal since it first arrived on the small screen in 2011, becoming a constant presence at the top of the TV ratings in Ireland and the UK. The Christmas Special broadcast was the most watched show in both countries, pulling in 700,000 viewers in Ireland and a whopping 7.6m in the UK. *Mrs Brown's Boys, D'Movie* was the biggest selling film in Ireland, making more than 3.8 million Euro.

So what is the secret of its success? If TV executives could pin it down they'd bottle it. They can't. It's not easy to define what makes *Mrs Brown's Boys* so compelling. With the exception of Brendan O'Carroll and Eilish O'Carroll, there's a notable lack of anything resembling acting skills amongst the cast. The fact that the cast is clearly aware of their limitations is charming. Watching them struggle to deliver lines without cracking up at the silliness of what they have to say, or O'Carroll's hilarious jokes, is half the appeal of the show. Mrs Brown herself, Brendan O'Carroll, has a face which just makes you want to laugh.

*Mrs Brown's Boys* has broad appeal, there are many families who will sit around the TV and watch it together. It's as funny to 13-year-old boys as it is to women of 72. Some of the jokes go over younger kids' heads but there's enough silliness and slapstick to keep them entertained. For adults it's an easy way to switch the brain off for half an hour, and maybe even chuckle.

Filming before a live studio audience, with the nervy, unpredictable O'Carroll at the centre of the action, gives the show a vibrant energy. The fact the characters are played by people in a real-life family just adds to the sense of fun.

- (a) (i) Identify the genre of the television programme, *Mrs Brown's Boys*. (2 marks)


- (ii) Based on the above text, give two reasons for the success of *Mrs Brown's Boys*. (2 marks)


(iii) According to the above article, who is the target audience for *Mrs Brown's Boys*? (2 marks)


(b) *Mrs Brown's Boys* is filmed in front of a live studio audience rather than in an empty studio. In your opinion, why might the actors like or not like performing in front of a live audience? (6 marks)


(c) Much of the action in *Mrs Brown's Boys* is set in Mrs Brown's house. Name a TV series that you think has an interesting setting. Describe the setting and explain what makes it interesting for you. (6 marks)





**OR**

6. Read the following piece based on articles from [bbc.com](http://bbc.com) and *The Sunday Times*. Answer the questions that follow.

YouTube, the video-sharing site owned by Google, announced in 2013 that it had passed one billion regular users. The site was launched in California by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim. The first video uploaded was by co-founder Jawed Karim and was titled, *Me at the Zoo*.

Announcing the milestone on its blog, the site said a growth in smartphones had helped boost the numbers visiting the site every month. YouTube was launched in 2005 and bought by Google in 2006. Google paid 1.76 billion dollars for the site, which at the time had an estimated 30-40 million users worldwide. YouTube's popularity provides Google with a valuable channel through which to sell advertising, alongside its core search business.

With one billion monthly users, it poses a challenge to Facebook as the internet's largest social network. "Nearly one out of every two people on the Internet visits YouTube," the company said in its statement. It was keen to stress the business potential of such a large audience. "Tens of thousands of partners have created channels that have found and built businesses for passionate, engaged audiences. Advertisers have taken notice," it said, saying that the top 100 brands listed by trade magazine *Advertising Age* were now running campaigns on YouTube. Last year a survey revealed 8 of the 10 most popular celebrities in the USA are YouTube based creators.



Recently YouTube has launched YouTube:Red. This new venture is a monthly paid-for-service, giving viewers the chance to watch videos free of advertising; to download and see them offline; and to play them when other apps are open, which is useful for music and lectures such as TED talks. This service offers a lot of components that will be really important in the next generation of video viewing – like on-demand viewing and the ability for it to be both social and global.



(a) (i) Identify two of the founders of YouTube. (2 marks)


(ii) Based on your reading of the above article, give two reasons why YouTube was an attractive company for Google to buy. (2 marks)


(iii) Explain the term ON-DEMAND VIEWING in your own words. (2 marks)


(b) Give two reasons why many people prefer on-demand viewing rather than watching scheduled TV programmes. (6 marks)


- (c) Give two reasons why a company might choose to advertise on a social media site rather than on a more traditional medium such as radio or television. (6 marks)


- (d) Your school's mini-company/enterprise has decided to launch an advertising campaign to promote its product or service. You have been asked to organise the advertising campaign. Write the **presentation** you would give to the mini-company/enterprise members in which you discuss some of the different communication media options to be considered.

Your presentation should cover the following:

- The advantages and disadvantages of advertising your product or service on any two of the communications media listed below:  
local newspapers    local radio    social media
- State which of the options above you would recommend to the mini-company/enterprise members and give reasons for your recommendation. (12 marks)

<b>Choose one form of communications media from the list above</b>
<b>Outline the advantages/disadvantages of advertising your product or service on this form of media</b>

<b>Choose another form of communications media from the list above</b>
<b>Outline the advantages/disadvantages of advertising your product or service on this form of media</b>

<b>Identify which one of your two chosen options you would recommend to the mini-company/enterprise members</b>
<b>Give reasons for your recommendation</b>

**Section 4 Critical Literacy and Composition  
Begins on Page 28**

## Section 4      Critical Literacy and Composition

### Answer question 7 or 8

7. Read the following poem written by B.J. Lewis, a soldier who served in Basra, Iraq in 2008. The poem can be found on the website warpoetry.co.uk.

#### The Mask

**Get a grip! I'm expected to succeed,  
face fear, be strong, and take the lead,  
not hesitate in thought or deed.**

**My mask must never slip.**

**Man up! And keep my thoughts inside  
No one can know how much I cried  
When the rockets came and the fear arrived.**

**My mask must never slip.**

**Crack on! There's no time to reflect  
Or admit that I did genuflect  
And prayed to God, me to protect.**

**My mask must never slip.**

**Chin up! Worry not 'bout how I feel  
Never let them know how surreal  
it was. Dark thoughts I can't reveal.**

**My mask must never slip.**



- (a) Do you think *The Mask* is a good title for this poem? Give one reason for your answer. (6 marks)


(b) Based on your reading of the poem, what type of person do you think the poet/soldier is? Explain your answer with reference to the poem. (6 marks)


(c) Does anything said by the poet in the above poem surprise you? Explain your answer. (6 marks)


(d) The above poem deals with the poet's feelings about his experiences as a soldier in Iraq.

- Name a poem or popular song that you have studied which deals with the poet's or songwriter's feelings about an experience he or she had.  
N.B. You may not use the poem, *The Mask*, which appears on this paper.
- Outline the experience the poet or songwriter records in the poem or song
- Describe his or her feelings about that experience. Support your answer by quoting from the poem or song. (12 marks)

<b>Name a poem or popular song that you have studied which deals with the poet's or songwriter's feelings about an experience he or she had</b>
<b>Outline the experience the poet or songwriter records in the poem or song</b>



8. Read the following edited extract, adapted from John Green's novel *Paper Towns*. Answer the questions that follow.

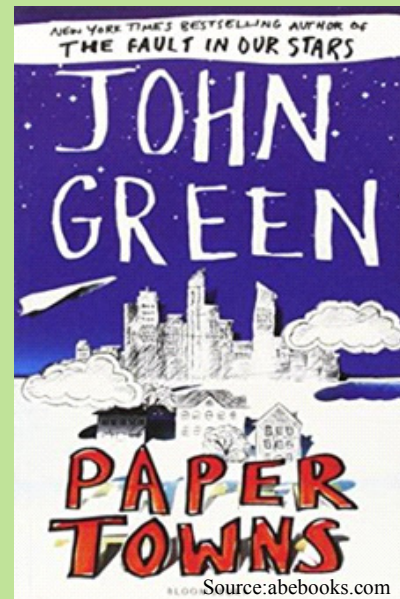
The longest day of my life began slowly. I woke up late, took too long in the shower, and ended up having to enjoy my breakfast in the passenger seat of my mom's minivan at 7.17am that Wednesday morning.

I usually got a ride to High School with my best friend, Ben Starling, but Ben had gone to school on time. Mom turned into school, and I held the mostly empty bowl with both hands as we drove over a speed bump. I glanced over at the senior parking lot. Margo Roth Spiegelman's silver Honda was parked in its usual spot. Mom pulled the minivan into a cul-de-sac outside the band room and kissed me on the cheek. I could see Ben and my other friends standing in a semi-circle.

Ben started outlining plans for finding a date, but I was only half listening, because through the thickening mass of humanity crowding the hallway, I could see Margo Roth Spiegelman.

She was next to her locker, standing beside her boyfriend, Jase. She wore a white skirt to her knees and a blue print top. I could see her collarbone. She was laughing at something hysterical – her shoulders bent forward, her big eyes crinkling at their corners, her mouth open wide. But it didn't seem to be anything Jase had said, because she was looking away from him, across the hallway to a bank of lockers. I followed her eyes and saw Becca Arrington draped all over some baseball player like she was an ornament and he a Christmas tree. I smiled at Margo, even though I knew she couldn't see me.

As we walked, I kept taking glances at her through the crowd, quick snapshots. As I got closer, I thought maybe she wasn't laughing after all. Maybe she'd received a surprise or a gift or something. "Yeah," I said to Ben, still trying to see as much of her as I could without being too obvious. It wasn't even that she was so pretty. She was just so awesome, and in the literal sense. And then we were too far past her, too many people walking between her and me, and I never even got close enough to hear her speak or understand whatever the hilarious surprise had been. Ben shook his head, because he had seen me see her a thousand times, and he was used to it.



This text has been adapted, for the purpose of assessment, without the copyright holder's prior consent.

- (a) Outline what you learn about Margo Roth Spiegelman from reading the above extract. (6 marks)


- (b) How do we know that Ben likes Margo? Support your answer with information from the extract. (6 marks)


- (c) Based on your reading of the extract, do you think the story is set in Ireland or America? Give two reasons for your answer. (6 marks)


- (d) Write a review of a novel or short story you have studied which you enjoyed. Include the following in your review:
- The title of the novel or short story
  - Outline briefly what the novel or short story is about
  - Give two reasons why you enjoyed the novel or short story. (12 marks)

<b>Title</b>









**Use the tick boxes to check that you have completed all the required sections of the examination.**

<b>Part 1 Audio-Visual</b>	<b>All of the questions 1 – 9</b>	
<b>Section 1 Communications and the Working World</b>	<b>Question 1 or Question 2</b>	
<b>Section 2 Communications and Enterprise</b>	<b>Question 3 or Question 4</b>	
<b>Section 3 The Communications Media</b>	<b>Question 5 or Question 6</b>	
<b>Section 4 Critical Literacy and Composition</b>	<b>Question 7 or Question 8</b>	