



Rewarding Learning

**General Certificate of Secondary Education
2019**

**Journalism in the Media and
Communications Industry**

Unit 3: Industry, Theory and Practice

[GJN31]

WEDNESDAY 15 MAY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for GCSE Journalism in the Media and Communications Industry.

Candidates must:

- AO1** demonstrate knowledge and understanding of journalistic concepts, contexts and practices;
- AO2** apply knowledge, understanding and skills when researching, planning, creating and presenting journalistic products; and
- AO3** analyse, evaluate and make reasoned judgements about existing journalistic products and materials, including their own work.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication. Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within levels of response as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is adequate.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little to no use of specialist vocabulary. Presentation, spelling, punctuation and grammar is such that intended meaning is not clear.

Level 2 (Adequate): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar is uneven in places but is mostly able to make meaning clear.

Level 3 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised mostly with clarity and coherence. There is mostly consistent use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear and well-articulated throughout.

Section A: Law, Industry and Cross-Platform Conventions

AVAILABLE
MARKS

This section tests AO1.

- 1 In what year was the Freedom of Information Act introduced in the UK?

Answer: 2000

1

- 2 In the National Union of Journalists' Code of Conduct, what ethical principles are referred to in Point Four and Point Twelve?

Answer: Point Four: Differentiates between fact and opinion

Point Twelve: Avoids plagiarism

Award **one** mark for each correct response

2

- 3 What is the term given to non-journalists whose media output is used by mainstream media organisations?

Answer: Citizen journalists

1

- 4 Briefly outline an example of protecting sources. This can be real or imagined.

Award marks for the examples given as follows:

2 marks: secure and convincing example which features the key elements of protecting sources

1 mark: basic example which features some of the key elements of protecting sources

0 mark: a response which is not worthy of credit

An imagined example might be:

A hospital employee tells a journalist that nurses at the local hospital are neglecting patients. As the employee could lose their job if they were revealed as the source, the journalist agrees to maintain the anonymity of the employee.

A real example might be:

In 2009 journalist Suzanne Breen faced a five-year prison sentence because she refused to share her Real IRA sources with a PSNI investigation.

Credit any valid alternatives.

2

5 Select **three** duties that you would expect a radio reporter to carry out:

Record actuality	Decide on running order	Manage Programme Budgets
Write scripts	Interview sources	

Answer: Record actuality
Write scripts
Interview sources

Award **one mark** for each correct selection.

6 A cross-platform journalist will work across various media platforms. Identify **two** platforms.

Answer: Online Broadcast (Accept Radio, Television, Social Media)

Award **one mark** for each correctly identified platform.

7 In broadcast journalism, what are on-screen images such as maps or graphs collectively known as?

Answer: Graphics

8 Look at the news website home page below.

Identify the **three** features labelled A, B and C. They are marked with an arrow. Type the name of each feature in the appropriate box.



© Text from www.bbc.co.uk/news

- Top navigation
- Standfirst
- Image

Award **one mark** for each feature correctly named.

AVAILABLE MARKS
3
2
1
3
15

Section A Total

Section B: Sub-editing, Editing and Public Relations

AVAILABLE
MARKS

This section tests AO1, AO2 and AO3.

- 9 Spend **6 minutes** on this question. As the sub-editor of a **national quality daily newspaper** you receive the photograph and caption below from the Travel Editor.



© Getty Images

Mount Fumatora, 6,542m high, erupts once a decade on average. It last erupted in 2011.

The photograph and caption are to be used in an article about exciting places to visit in South America.

Write a 5–12 word headline to accompany the photograph and caption.

Your spelling, punctuation and grammar will be assessed in this question.

Mark Band 3 ([5])

Characterised by:

- a fluent sentence/question which adheres to the stated word limit
- content and tone that reinforces/enhances the angle indicated by the stimulus
- accurate spelling, punctuation and grammar.

Mark Band 2 ([3]–[4])

Characterised by:

- a straightforward sentence/question which adheres to the stated word limit
- content and tone that reflects the angle indicated by the stimulus in a straightforward way
- mostly accurate spelling, punctuation and grammar.

Mark Band 1 ([1]–[2])

Characterised by:

- a basic sentence/question that may fall within the stated word limit
- content that has some loose relevance to the stimulus
- spelling, punctuation and grammar which may contain repeated errors.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

5

- 10** Spend **17 minutes** on this question. You are the Public Relations Officer for **Poverty Aid NI**, a charity dedicated to helping people who live below the poverty line. **Poverty Aid NI** is launching an appeal for help in light of a significant rise in the number of people using food banks across Northern Ireland.

Write a 140-word press release which will announce the fund-raising drive.

Base the press release on the notes in the insert provided. These notes were made during a meeting with **Poverty Aid NI**'s Chief Executive, James Doherty, and Director of Fundraising, Cathy Black.

Quality of written communication will be assessed in this question.

Mark Band 4 ([12]–[15])

Characterised by:

- excellent formatting of the press release
- confident structuring with a purposeful re-formulation of the stimulus information
- an assured ability to present the required tone and voice of a press release
- a clear ability to convey the client's message with a very good understanding of the target audiences
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence
- a precise adherence to the required word limit.

Mark Band 3 ([8]–[11])

- good formatting of the press release
- appropriate structuring of the press release with a competent re-formulation of the stimulus information
- a mostly consistent ability to present the required tone and voice of a press release
- a competent ability to convey the client's message with a sound understanding of the target audiences
- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence
- a competent ability to adhere to the required word limit.

Mark Band 2 ([4]–[7])

Characterised by:

- adequate formatting of the press release
- appropriate structuring of the press release with a satisfactory attempt to re-formulate the stimulus information
- an uneven but satisfactory ability to present the required tone and voice of a press release
- an adequate ability to convey the client's message with a limited understanding of the target audiences
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence
- an adequate attempt to adhere to the required word limit.

Mark Band 1 ([1]–[3])

Characterised by:

- basic formatting of the press release
- structuring which appears random in approach and shows only a basic attempt to re-formulate the stimulus information
- a basic attempt to present an appropriate tone and voice for a press release
- a basic ability to convey the client's message with little understanding of the target audiences
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence
- little ability to adhere to the required word limit.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist of possible angles/approaches:

- £250,000 needed urgently to meet short-term emergency;
- For the first time, use of foodbanks has grown in more affluent areas of NI;
- Northern Ireland is facing a poverty crisis;
- **Poverty Aid NI** believes there is a real possibility of children in Northern Ireland suffering from malnutrition.

Credit any valid alternatives.

15

- 11 Spend **17 minutes** on this question. Assess the **news value** of the five breaking stories below for the **lunchtime news bulletin** for a **Northern Ireland radio news broadcast** in mid-December.

A Puppies are for life not just for Christmas

- Puppy Watch UK has issued an appeal to the public not to buy dogs or puppies as Christmas gifts.
- Spokeswoman, Lara McLean said each January the dog charity has to deal with hundreds of abandoned pups in the greater London area.
- Ms McLean said many of the abandoned pups end up having to be destroyed humanely because people did not realise how much effort was needed to care for a new pet.

B Christmas fairy world record attempt

- Belfast is to attempt to break the world record for the greatest number of Christmas fairies gathered in one place.
- Organisers have called on the public to support the world record attempt on December 17 by coming along to Royal Avenue dressed as a Christmas fairy. They also hope to raise thousands of pounds for charity.
- The current record (6,743 Christmas fairies) was set by the US city of Boston in 2004.
- Police have warned Christmas shoppers to expect delays on the day of the record attempt.

C Senator who championed student visas to retire

- US Republican senator, Sean Doherty-O’Carroll, has announced plans to retire from the Senate after 30 years representing the state of New Mexico.
- Senator Doherty-O’Carroll has strong Irish links as all four grandparents came from Ireland. His paternal grandparents hailed from County Cork while his mother’s parents came from Dublin.
- Senator Doherty-O’Carroll was behind the US scheme to admit EU students to the USA on special visas for summer work.

D Northern Ireland junior doctors to strike

- Northern Ireland’s junior doctors have announced plans to stage a one-day strike in early January in protest at what they describe is the continuing under-resourcing of the profession.
- Spokesman, Dr John Murray, said junior doctors were being asked to work unacceptably long hours, thereby putting patients at risk.
- Dr Murray apologised for any inconvenience the strike might cause but warned that hospitals were on the verge of collapse.

E Business leader warns of Northern Ireland Christmas trade slump

- The Northern Ireland Business Owners’ Association (NIBOA) has warned that up to 4,000 retail jobs could be lost if immediate action is not taken to counter the rise in online Christmas shopping.
- NIBOA spokesman, John Raffles said many shops across Northern Ireland were merely waiting until Christmas was over before closing their doors.
- Mr Raffles said shops were unable to compete with the lower overheads of online businesses. He called for Northern Ireland business rates to be lowered.

Select the **three** stories that would have the **best news value**. Give **reasons** for each selection. Consider the most effective **sources** and **presentational features** for each selected story.

Story B: Christmas fairy world record attempt [1]

Reason: This is a timely news story and as the news is going out in mid-December, it would also feed into the Christmas atmosphere which will already have taken hold. The story could appeal to young and old listeners in the target area. On a practical side, it would also provide important traffic and travel information for Christmas shoppers. [2]

Sources & Presentational features: The story could feature an interview with the organisers. Sound effects could feature Christmas music. [2]

Story D: Northern Ireland junior doctors to strike [1]

Reason: Health care is one of the most important issues facing the public, particularly the strains on the NHS. A junior doctor strike would have a widespread impact on health care provision. It would impact on the day of the strike and on the following days as doctors work to clear the backlog. [2]

Sources & Presentational features: Interview with spokesman, Dr John Murray. Interview with junior doctors and hospital managements about impact of strike.

Interview with politicians and patients (and possibly the NI client and patients' council). [2]

Story E: Business leader warns of NI Christmas trade slump [1]

Reason: The story will have a huge impact on Northern Ireland life with up to 4,000 people losing their jobs. It will also be of interest as so many people now do their Christmas shopping on-line. [2]

Sources & Presentational features: The package could feature an interview with John Raffles as well as interviews with people working in the retail sector. Sound effects could feature Christmas music, the sound of shop work or tills. [2]

Award [1] mark for each correct selection.

Award marks for the reason given as follows:

2 marks: legitimate and convincing explanation for the choice which demonstrates a secure understanding of news values

1 mark: explanation for the choice which has some basic validity and demonstrates a basic understanding of news values

0 mark: a response which is not worthy of credit.

Award marks for the sources and presentational features given as follows:

2 marks: secure consideration of the types of sources and presentational features which are appropriate to the story and platform

1 mark: basic consideration of the types of sources and presentational features which are appropriate to the story and platform

0 mark: a response which is not worthy of credit.

Credit any valid alternatives.

**AVAILABLE
MARKS**

15

Section B Total

35

Section C: Journalism Analysis

AVAILABLE
MARKS

This section tests AO1 and AO3.

12 Spend **10 minutes** studying both articles in the insert provided.

Article A is from **Celeb**, a **national weekly magazine**, specialising in celebrity news.

Article B is from the homepage of **The Daily Bugle**, a **national red top tabloid newspaper**.

Both articles cover the same story: the break-up of model, Samatha Nalmac and her boyfriend of five years, rock star Matt Simmons.

Spend **25 minutes** answering the question.

Evaluate how the national weekly magazine and the homepage of the national red top tabloid newspaper use **language** and develop their **coverage** of the story. You should consider: the use of language and tone/the information used/the detail of coverage/the angle taken.

Quality of written communication will be assessed in this question.

Mark Band 4 ([16]–[20])

Characterised by:

- an astute evaluation of the different angles taken in each article
- a meaningful analysis of the use of sources and information
- a perceptive discussion of how language is used to achieve particular effects (including tone), supported by relevant examples
- a confident recognition of how the articles appeal to the target readerships
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence.

Mark Band 3 ([11]–[15])

Characterised by:

- a good evaluation of the different angles taken in each article
- a competent analysis of the use of sources and information
- a sound discussion of how language is used to achieve particular effects (including tone), supported by appropriate examples
- a clear recognition of how the articles appeal to the target readerships
- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence.

Mark Band 2 ([6]–[10])

Characterised by:

- a mostly secure evaluation of the different angles taken in each article
- an adequate analysis of the use of sources and information
- attempts to discuss how language is used to achieve particular effects (including tone), supported by some apt examples
- a recognition of how the articles appeal to the target readerships
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence.

Mark Band 1 ([1]–[5])

Characterised by:

- an insecure evaluation of the different angles taken in each article
- a basic analysis of the use of sources and information
- a limited attempt to discuss use of language which may be supported by examples
- a limited recognition of how the articles appeal to the target readerships
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist for both articles:

- Article A adopts a positive angle about the break up – “no regrets” whereas Article B focuses on Matt Simmons’ “bad boy” image as a rock star.
- Article A sets out its approach in the opening paragraphs by focusing on Samantha Nalmac’s history as a popular model (The Face of Britain, “one of the most beautiful women in the world”) and explains away the break-up as if it was an agreed split.
- Article A relegates Matt’s bad boy image to the final paragraph and, even then, makes no mention of Samantha’s anger about the split.
- The only person quoted in Article A is Samantha Nalmac while Article B carries quotations from unnamed sources who present a different account of both the break-up and Samantha.
- Article A is very much presented as a vehicle to carry photographs of the model as is typical for a weekly magazine specialising in celebrity news.
- Article A presents Samantha as one dimensional, focusing on her work as a model without exploring her true feelings of hurt over the break-up.
- Article A is written in measured language (“they were separating by mutual agreement”) whilst Article B uses the colloquial phrase “given the boot”.
- Samantha is given her full name in Article A, as is Matt. She is later referred to as Ms Nalmac. In contrast to this, Article B opts to use a more casual and informal approach to language, referring to the model as Sam and consistently referring to her former boyfriend simply by his surname, “Simmons.”
- Article B uses shorter and more concise paragraphs, thereby increasing the pace of the article; in contrast longer sentences are used in Article A, slowing the pace and helping to set a measured tone.
- While Article A highlights the relationship as being what the two stars needed at that point in their lives, Article B presents the relationship as Samantha trying to ‘tie down’ Matt.
- Article B presents Samantha as a “nice girl”, a “home girl” and a “girl-next-door”. This implies that she is more conventional than Matt who is presented as a “wild spirit” and someone who needs to be free, who isn’t bound by life’s expected restrictions such as “the love thing”.

- Article B, as is typical of a red top tabloid, uses clichés throughout such as “Rock ‘n’ roll bad boy” and “Love rat”.
- Article B uses alliteration to present Matt in a negative light, “Sneaky Simmons” and “slippery Simmons”.
- Article B provides readers with hyperlinks to previous stories about Matt’s indiscretions, thereby further highlighting a negative view of his character.
- Article B, in sharp contrast to Article A, provides hyperlinks to stories indicating that all was not right in the relationship: “Celeb couple on verge of split...”. This would further undermine the positive line adopted by Samantha in Article A.
- Article B fails to carry any direct quotations from Samantha at all, preferring to deal in gossip rather than giving her view of the situation directly.
- While Article A highlights Samantha’s success for her beauty and the companies she has worked for, Article B presents that success in colder terms describing her as “one of the best paid models in the world.”
- Article B utilises the interactive element of online journalism to engage readers by asking for their own love stories.

Credit any valid alternatives.

**AVAILABLE
MARKS**

20

Section C Total

20

Section D: Newsroom Task

AVAILABLE
MARKS

This section tests AO1, AO2 and AO3.

- 13** Spend **30 minutes** on this question. It is 5.30 am. You are an **online reporter** on a **regional daily newspaper**. You have been assigned to write an article on the constituency election results in England. Your article must be ready for upload as soon as the Returning Officer has announced the result for the crucial constituency area of Devon West and Torrridge. Your editor has said he needs the completed article by 6.00 am.

Your **200-word** article should focus on the most newsworthy elements of the **pre-release material** and the **phased release material** which you will receive over the next five minutes in **three** updates.

Quality of written communication will be assessed in this question.

Phased Release Material for Section D Question 13: (released during first 5 minutes of Part Two of the exam).

At 5.31 am Phased Release Material 1:

You receive a text alert from the Deputy Returning Officer: “The Returning Officer is about to announce the result.”

At 5.32 am Phased Release Material 2:

Live television coverage from Devon West and Torrridge polling station:

“I, Ann Waters, the Returning Officer for the Devon West and Torrridge, hereby give notice that the total number of votes given for each candidate at the election was as follows. Janet Davison, 25,866. Quentin Torbin, 4,314. Ashton Pritchard, 4,962. Jashif Nubaq, 26,219. And that Jashif Nubaq has been duly elected to Labour for Devon West and Torrridge.”

At 5.34 am Phased Release Material 3:

Tweet from @JashifNubaq:

I am proud and delighted to have been elected as MP for the fine people of Devon West and Torrridge. I will be a strong voice for you! #VoteLabour #VoteNubaq

Mark Band 4 ([23]–[30])

Characterised by:

- skilled and purposeful selection of the source material
- confident journalistic structuring with purposeful integration of the pre-release and phased stimulus material
- writing that positively engages the target audience in a sophisticated manner
- a well-chosen angle which demonstrates clear and perceptive reasoning
- an excellent standard of spelling, punctuation and grammar which makes meaning clear throughout, with excellent selection of the most appropriate form and style of writing and material which has been organised with a high degree of clarity and coherence
- a precise adherence to the required word limit

Mark Band 3 ([16]–[22])

Characterised by:

- meaningful selection of the source material
- sound journalistic structuring with meaningful integration of the pre-release and phased stimulus material
- writing that engages the target audience
- an angle which demonstrates some reasoning

- a good standard of spelling, punctuation and grammar which makes meaning sufficiently clear, with good selection of an appropriate form and style of writing and material which is mostly organised with clarity and coherence
- a competent ability to adhere to the required word limit

Mark Band 2 ([9]–[15])

Characterised by:

- straightforward selection of the source material
- journalistic structuring which demonstrates some attempt to integrate the pre-release and phased stimulus material
- writing that engages the target audience in a straightforward way
- an adequate standard of spelling, punctuation and grammar which is uneven but is mostly able to make meaning clear, with reasonable selection of an appropriate form and style of writing and material which has been organised with some degree of clarity and coherence
- an adequate attempt to adhere to the required word limit.

Mark Band 1 ([1]–[8])

Characterised by:

- basic selection of the source material
- journalistic structuring which appears random in approach and shows only a basic attempt to integrate the pre-release and phased stimulus material
- writing that may engage the target audience at a basic level
- a basic attempt to create an angle
- a basic standard of spelling, punctuation and grammar which makes the intended meaning unclear, with limited selection of an appropriate form and style of writing and material which may lack organisational clarity and coherence
- little ability to adhere to the required word limit.

Mark Band 0 ([0])

Characterised by:

- a response which is not worthy of credit.

Checklist of possible angles/approaches:

Close electoral race;
 Conservative upset as key seat goes to Labour;
 Potential for another hung parliament;
 Labour MP wins amidst counting controversy.

Credit any valid alternatives.

**AVAILABLE
MARKS**

30

Section D

30

Total

100