

GCE Journalism in the Media and Communications Industry

Subject Guidance for Summer 2022

Unit A2 2: Online Print and Broadcast Feature Portfolio

Exceptional Assessment Adaptations for Summer 2022



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1. Introduction

On 17 May 2021 the Education Minister, Peter Weir MLA, announced a return to public examinations during the next academic year, along with significant reductions in the assessment requirements across a range of CCEA qualifications.

In a number of subjects at both AS and A Level, he announced that internal assessment tasks would be reduced rather than a unit being omitted. This document sets out these changes to GCE Journalism in the Media and Communications Industry Unit A2 2: Online Print and Broadcast Feature Portfolio for Summer 2022 only, emanating from this decision.

The total marks available for this task will be 100. The unit will continue to carry a weighting of 36% of A Level.

2. Task Requirements for Summer 2022

Content	Marks
<p>(a) Cross-Platform Research Case Study</p> <p>Please note that the Case Study news story does not have to be linked to the feature portfolio.</p> <p>Candidates must produce a 700 word case study investigating a high profile, contemporary national or international news story reported in the mainstream media. The study must be based on one of the following themes:</p> <ul style="list-style-type: none"> • culture and arts; • crime; • education; • environment; • human interest; • politics; • social issues; • sport; or • war and conflict. 	<p>5 (AO1)</p>

Content	Marks
<p>(a) Cross-Platform Research Case Study (cont.)</p> <p>The story must be current and evolving as it is being studied. To begin with, candidates may track more than one story or theme, but they must then select the one which they would like to concentrate on.</p> <p>This case study will focus on analysing the different ways in which the story is communicated across the following range of formats and platforms:</p> <ul style="list-style-type: none"> • one public service broadcaster vs one commercial broadcaster; and • one tabloid online newspaper vs one broadsheet online newspaper. <p>Candidates must compare and contrast coverage of their chosen story across these formats and platforms analysing differences in:</p> <ul style="list-style-type: none"> • language forms and conventions; • audience; • representation; and • ownership. 	<p style="text-align: center;">10 (AO2)</p> <p style="text-align: center;">10 (AO3)</p>
<p>(b) Online Feature Portfolio</p> <p>Candidates must produce a cross-platform portfolio containing one feature that is based on the selected case study theme.</p> <p>This must be an 800 word online feature article presented as it will appear on the news web page, accompanied by a one-minute montage of related vox pops which can be presented as either a podcast (audio) or vodcast (video). The purpose of the vox pop podcast/vodcast will be to represent local audience responses and views on the story or topic addressed in the feature. The feature must be of interest to a wider regional/national audience but candidates must use some primary local sources to give the story some regional and/or local flavour (particularly in the vox pop montage). The web page must be submitted as a PDF file and the vox pops must be submitted as a separate, clearly labelled, .mov or mp3 file.</p> <p>The candidate must accompany the article and vox pops with a statement of a maximum of 100 words. This statement should outline how candidates aim to further use online technology to maximise exposure of their story. It should also give consideration to interaction with the audience online.</p>	<p style="text-align: center;">33 (AO2)</p> <p style="text-align: center;">5 (AO1)</p>

Content	Marks
<p>(c) Planning and Research</p> <p>Candidates must engage in an ongoing process of primary and secondary research and planning while producing this portfolio.</p> <p>The candidate must submit a statement of intentions. The statement of intentions must be a maximum of 400 words. It must represent choices and decisions made by the candidate regarding:</p> <ul style="list-style-type: none"> • original intentions for the piece in relation to news value, audience and purpose; • primary and secondary research including selection of sources; • presentational and technical formats; and • legal and ethical considerations. 	<p style="text-align: center;">2 (AO1)</p> <p style="text-align: center;">10 (AO2)</p> <p style="text-align: center;">5 (AO3)</p>
<p>(d) Evaluation</p> <p>When the candidate has completed the portfolio, they must submit an evaluation of a maximum of 500 words, reflecting on the effectiveness of their research, writing, interviews, and technical production skills.</p> <p>The candidate's evaluation must address both the process and final product, commenting on the success of:</p> <ul style="list-style-type: none"> • research methods undertaken; • story structure and selection and prioritisation of facts; • use of language as appropriate to story type and audience; • use of appropriate technical and presentational features; and • legal and ethical considerations. <p>The candidate's evaluation should refer back to the original statement of intentions and must relate to observations made in the case study.</p>	<p style="text-align: center;">5 (AO1)</p> <p style="text-align: center;">15 (AO3)</p>
Total marks	100

3. Further Advice and Information

If you require further information, please contact:

CCEA Helpline	helpline@ccea.org.uk Telephone: 028 9026 1220
Subject Officer	Ingrid Arthurs iarthurs@ccea.org.uk
Specification Support Officer	Nola Fitzsimons nfitzsimons@ccea.org.uk
CCEA Entries	entriesandresults@ccea.org.uk

4. Unit A2 2 Online Print and Broadcast Feature Portfolio Assessment Criteria and Mark Bands for Summer 2022

Assessment Objective	Level 1 Basic	Level 2 Satisfactory	Level 3 Good	Level 4 Excellent	Total
AO1 Knowledge	<p>Marks ([1]–[4])</p> <p>Candidate demonstrates basic knowledge and understanding with inconsistent and superficial consideration of key cross-platform concepts, contexts and debates.</p>	<p>Marks ([5]–[8])</p> <p>Candidate demonstrates satisfactory knowledge and understanding with straightforward and mainly consistent consideration of most of the key cross-platform concepts, contexts and debates.</p>	<p>Marks ([9]–[12])</p> <p>Candidate demonstrates good knowledge and understanding with a clear and methodical consideration of the key cross-platform concepts, contexts and debates.</p>	<p>Marks ([13]–[17])</p> <p>Candidate demonstrates excellent knowledge with a comprehensive, balanced and assured consideration of the key cross-platform concepts, contexts and debates.</p>	<p>17 marks available</p>

Assessment Objective	Level 1 Basic	Level 2 Satisfactory	Level 3 Good	Level 4 Excellent	Total
AO2 Planning and Research	Marks ([1]–[5])	Marks ([6]–[10])	Marks ([11]–[15])	Marks ([16]–[20])	20 marks available
	Planning is basic and maybe incomplete, demonstrating a limited understanding of online print and broadcast practice.	Planning is satisfactory and demonstrates a straightforward understanding of online print and broadcast practice.	Planning is organised and demonstrates a good understanding of online print and broadcast practice.	Planning is well organised and demonstrates excellent understanding of online print and broadcast practice.	
	Research demonstrates a limited range of strategies which are inconsistently applied across the two platforms.	Research demonstrates some deliberate effort to use appropriate primary and secondary strategies in both platforms.	Research is thorough and methodical with a sound use of primary and secondary strategies for both platforms.	Research is extensive and rigorous with confident use of a wide range of discerning and effective primary and secondary strategies across both platforms.	
	A basic level of written communication including spelling, punctuation and grammar with a high proportion of inaccuracies.	A satisfactory level of written communication including spelling, punctuation and grammar with uneven application of terminology and some inaccuracies.	A good and mostly accurate level of written communication including spelling, punctuation and grammar applying terminology appropriately.	An excellent and accurate level of written communication including spelling, punctuation and grammar applying terminology fluently and effectively.	

Assessment Objective	Level 1 Basic	Level 2 Satisfactory	Level 3 Good	Level 4 Excellent	Total
<p>AO2 (cont.) Audience and Style</p>	<p>Marks ([1]–[8])</p> <p>Portfolio piece may be incomplete with limited awareness of audience, format and presentational formatting. There is little awareness of cross-platform conventions.</p>	<p>Marks ([9]–[16])</p> <p>Portfolio piece is reasonably crafted for audience and format with some consideration of technical and presentational formatting, though this may be inconsistent. There is some awareness of cross-platform conventions.</p>	<p>Marks ([17]–[24])</p> <p>Portfolio piece is well crafted for audience and format with consistent technical and presentational formatting and a sound awareness of cross-platform conventions.</p>	<p>Marks ([25]–[33])</p> <p>Portfolio piece is purposefully and confidently crafted for audience and format with excellent technical and presentational formatting showing a perceptive awareness of cross-platform conventions.</p>	<p>33 marks available</p>

Assessment Objective	Level 1 Basic	Level 2 Satisfactory	Level 3 Good	Level 4 Excellent	Total
A03 Evaluation	Marks ([1]–[8])	Marks ([9]–[15])	Marks ([16]–[22])	Marks ([23]–[30])	30 marks available
	Case study offers a basic analysis of the chosen story with inconsistent and superficial consideration of key cross-platform concepts, contexts and debates.	Case study offers a satisfactory analysis of the chosen story with a straightforward and mainly consistent consideration of most of the key cross-platform concepts, contexts and debates.	Case study offers a good analysis of the chosen story with a clear and methodical consideration of the key cross-platform concepts, contexts and debates.	Case study offers an excellent analysis of the chosen story with a comprehensive, balanced and assured evaluation of the key cross-platform concepts, contexts and debates.	
	Evaluation is basic, demonstrating a superficial awareness of the strengths and weaknesses of process and product.	Evaluation demonstrates satisfactory analysis, showing some awareness of the strengths and weaknesses of both process and product.	Evaluation demonstrates good analytical skill with sound awareness of the strengths and weaknesses of both process and product.	Evaluation demonstrates excellent analytical skill with perceptive awareness of the strengths and weaknesses of both process and product.	
A basic level of written communication including spelling, punctuation and grammar with a high proportion of inaccuracies.	A satisfactory level of written communication including spelling, punctuation and grammar with uneven application of terminology and some inaccuracies.	A good and mostly accurate level of written communication including spelling, punctuation and grammar applying terminology appropriately.	An excellent and accurate level of written communication including spelling, punctuation and grammar applying terminology fluently and effectively.		

Assessment Objective	Level 1 Basic	Level 2 Satisfactory	Level 3 Good	Level 4 Excellent	Total
AO3 Evaluation (cont.)	Relevant material is poorly organised and presented with a lack of clarity and coherence.	Relevant material is sufficiently organised and presented with some clarity and coherence.	Relevant material is well organised and presented with a competent degree of clarity and coherence.	Relevant material is succinct, well organised, presented with a high degree of clarity and coherence.	
				Total Marks Available	[100]

Award [0] for work not worthy of credit.