

ADVANCED

General Certificate of Education

20XX

**Journalism in the Media and the Communications
Industry**

**AS Unit 1: Development of Journalism in Print and Broadcast
[Code]**

**SPECIMEN PAPER
And
MARK SCHEME**

(summarised edition)

AS 1 EXAM AND MARK SCHEME:

This is a two-hour paper and is marked out of a total of 100.

There are two sections to this paper:

Section A: Unseen Stimulus – Compare and Contrast a feature story (50 marks)

Section B: Produce a hard news story/**PR release (this will be in response to the articles already provided in Section A.)** (50 marks)

Section A

Unseen Stimulus - Compare and Contrast

Article 1

WHY NUCLEAR STATIONS ARE NEEDED IN NORTHERN IRELAND

Source 1

Northern Ireland urgently requires a network of nuclear power stations which will supply the energy needs for the entire island and the Stormont Assembly should address this issue immediately.

Power stations also mean jobs and many big power companies could form single companies to run the stations. A small group of people independent of the Stormont Executive and Westminster Government could own the companies.

But a significant percentage of the profits from selling both the electricity provided by the power stations and also dealing with nuclear waste from throughout the world could be used to build a series of acute hospital across this part of Ireland.

Northern Irish ports could be used as bases for nuclear submarines and ships to refuel and be refitted. This could see submarines, not just from the United Kingdom, but from Russia, the United States and China using Northern Ireland as a ‘fuel and fit’ depot.

Of course, there would be a substantial fee charged to these nations for such a ‘fuel and fit’ service.

But the real benefit of these nuclear complexes would be to store, recycle or dispose of the world’s nuclear waste. Oh yes, the cries would be heard from the Left and the Greens that Northern Ireland would become the world’s nuclear dumping ground.

However, considering the income which the Stormont Executive could generate for the economy it would be a tremendous price worth paying and would put Northern Ireland at the top of the nuclear energy league.

Given that the United Kingdom is a political ally of the United States, American bombers which carry atomic bombs could also be based in Northern Ireland. After all, American forces were based in Northern Ireland during the Second World War against Nazi Germany.

Nuclear energy plants have become much safer since the Windscale accident and such modern plants would be much cheaper to run than conventional coal-fired power stations, wind farms or wave-motion plants off the shore.

More importantly, there is also the knock-on effect on the local economies of where the nuclear power stations, waste plants and air force bases would be located. A host of indirect jobs, such as catering and construction would be created.

(364 words) CCEA copyright

Article 2

KEEP NUKES OUT OF IRELAND!

Source 2

Bringing nuclear power stations to Ireland would represent an environmental disaster even worse than Chernobyl or the Japanese earthquake crisis.

Politicians have claimed there is a major link between the Sellafield nuclear plant in England and cancer cluster spots along the east coast of Ireland.

Think of the contamination catastrophe which would be unleashed if Ireland became the nuclear dumping ground for the world's waste?

How many terrorist groups would put Ireland top of their hit list if they knew they had the chance to blow up a nuclear station, potentially killing thousands and wrecking the local environment for perhaps generations to come.

The Campaign for Nuclear Disarmament has campaigned relentlessly to stop nuclear bases from being built in Ireland. If such bases existed, they too, would also become major terrorist targets.

And if there was to be a Third World War involving rival super powers, the island of Ireland would itself become a major target for a nuclear strike, again killing hundreds of thousands – maybe even millions – as happened at Hiroshima and Nagasaki at the end of the Second World War.

The atmosphere is polluted enough with gases, and the nuclear plants would pump out more poison into the air, greatly affecting the ozone layer.

Rather than plunge into a potential nuclear holocaust, the Stormont Executive and Dail in Leinster House should be thinking about developing our natural resources for energy – wind and waves.

Wind and wave farms could generate all the energy the island needed and at the same time provide a welcome boost for the local economies through job creation. The unusual sight of such farms could also make them tourist attractions.

Wind and wave energy should become part of the science curriculum in schools, and students could visit such plants as part of their learning experience.

Besides, in terms of our island's health, there is no direct link between cancer and the wind or the sea! But there is plenty of evidence which points the accusing finger at a link between nuclear plants and cancer clusters.

For the sake of our children's health, we must find other methods of providing energy from natural resources, rather than having our island drained by big money capitalists.

(368 words) CCEA copyright

Section A assignment:

In Section A, Candidates are expected to respond to two unseen pieces of stimulus and provide a comparative response that contrasts how the same story is aired in two distinct politically orientated media. One text will be written from one angle, the other from an opposing point of view. These texts could be written for publication or broadcast on TV, Radio, Print or Web-based. In this case, the candidates will compare the coverage of the debate on nuclear energy in Ireland – one penned from a pro-nuclear stance, the other from an anti-nuclear point of view. The examples used would be for print in this example.

Candidates will have time to view the stimulus material and make notes prior to assessment and will have access to the material during the assessment. (Is this feasible within the time or is this pre-seen?)

Using the content of both articles, compare and contrast the style, content, and construction of each text and how this means that each text attracts a different audience.

You should also compare and contrast the inherent values and agendas within each stimulus text commenting on ownership and representation involving what type of media owner would produce the articles for what kind of audience. (50 marks)

MARK SCHEME: assignment A

Article 1 profile: Why nuclear stations are needed in Northern Ireland, Source 1 EACH POINT IS WORTH 5 MARKS – TOTAL 25 MARKS

- This was written by a political Right-wing point of view in support of nuclear energy, and nuclear weapons. It would be published in a daily newspaper or magazine which has support for a Right-wing party, is middle class eg, Daily Mail or Daily Express, or Spectator magazine.
- The report also supports a global view on backing nuclear power, focusing on the super powers – UK, USA, Russia and China. It believes in giving tax-raising powers to the Northern Ireland Assembly.
- The author pokes fun at the political Left and the environmental lobby, which are generally opposed to nuclear power and weapons.
- The article is also pro-Union, as the author refers to the development of nuclear power within Northern Ireland, not the geographical island of Ireland.
- The author makes reference to the Stormont Assembly, thereby emphasising the role of the devolved legislative parliament in Northern Ireland having control over the regulation of the power stations.

Level	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis and Evaluation
Level 3	5 marks: candidate demonstrated excellent understanding of the key points listed above.	5 marks: candidate showed excellent application of the knowledge in the key points.	5 marks: candidate showed excellent analysis of the key points listed above.
Level 2	4 marks: candidate demonstrated good understanding of the	4 marks: candidate showed good application of the	4 marks: candidate showed good analysis of the key

	key points listed above.	knowledge in the key points.	points listed above.
Level 1	2 marks: candidate demonstrated adequate understanding of the key points listed above.	2 marks: candidate showed adequate application of the knowledge in the key points.	2 marks: candidate showed adequate analysis of the key points listed above.
Level 0	0 marks: candidate demonstrated limited understanding of the key points listed above.	0 marks: candidate showed limited application of the knowledge in the key points.	0 marks: candidate showed limited analysis of the key points listed above.

Article 2 profile: Keep nukes out of Ireland, by Alex Holmes – Source 2: EACH POINT IS WORTH FIVE MARKS, TOTAL 25 MARKS.

- This was written from a politically Left-wing, pro-environmental point of view and is vehemently anti-nuclear, both in terms of nuclear energy and nuclear weapons. It would be published in a Left-wing magazine or newspaper, such as Tribune magazine, Socialist Worker, or the Daily Mirror.
- The report also looks at the issue from an all-Ireland point of view rather than a pro-Union Northern Ireland perspective. The article is openly supportive of the anti-nuclear pressure group, the Campaign for Nuclear Disarmament.
- The author proposes an alternative to nuclear energy through wave and wind power. In terms of the global nuclear market, the author presents his opposition to nuclear power by citing the examples of Chernobyl and the threat to the Japanese plant because of the recent earthquake in the region.
- The author also condemns the dropping of the atomic bombs as a weapon during World War Two.
- The author also sees an all-island, cross-border political structure involving both the Dail and the Northern Ireland Assembly rather than separate legislative control.
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The compare and contrast section of 50 marks is divided into two halves with each worth a total of 25 marks.

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Level 1	2 marks: candidate demonstrated adequate understanding of the key points listed above.	2 marks: candidate showed adequate application of the knowledge in the key points.	2 marks: candidate showed adequate analysis of the key points listed above.
Level 0	0 marks: candidate demonstrated limited understanding of the key points listed above.	0 marks: candidate showed limited application of the knowledge in the key points.	0 marks: candidate showed limited analysis of the key points listed above.

Section B Assignment

Produce an immediate hard news report in broadcast format (30 seconds at a BBC reading rate of 3 words per second) for an Irish radio station in response to the new material provided with reference to the above articles.

Or

Produce an urgent press release in print format as if you were a Dail or Northern Ireland Assembly press officer making use of the material provided. Crucially, the press statement should be around 250 words and contain a headline. It should also indicate clearly who the client is who is issuing the statement.

Supplementary points:

There has been an explosion at a nuclear power station in England.

It is not yet known if it is an accident or a terrorist-related incident. There have been a considerable number of casualties, with at least 50 people dead and more than 200 injured at or near the power plant.

There are fears a radiation cloud is coming across the Irish Sea towards the island of Ireland.

The Dail and Northern Ireland Assembly are meeting in emergency sessions to discuss how to cope with the disaster.

Environmental groups are already staging protest marches through Dublin and Belfast.

People are already leaving their homes in Northern Ireland and the Republic of Ireland and moving to the west of the island as fears about a radiation cloud spread.

Some local councillors are already warning that parts of the east coast of the island may have to be evacuated.

The United States, Russia, United Nations and the European Union have all issued messages of sympathy and offered to send humanitarian aid.

(50 marks)

If the candidate chooses to write the hard news broadcast story, the following points must come into consideration:

Comes within the 30 second broadcast word count of 3 words per second;

Broadcast script complies with the industry standard codes and conventions relating to legal and ethical issues and grammatical presentation, including spelling, punctuation and sentence length which allows for breathing pauses;

News sense – the key issue is that the island of Ireland faces a threat from the incident in England and what preparations both the Dail and Stormont are implementing to protect the community from the radiation cloud;

Balance – the student must select information from the two original articles which ensure both views are expressed so that it does not read with bias, either pro-nuclear or anti-nuclear.

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Level 2	35 marks: candidate demonstrated good understanding of the key points listed above.	35 marks: candidate showed good application of the knowledge in the key points.	35 marks: candidate showed good analysis of the key points listed above.
Level 1	20 marks: candidate demonstrated adequate understanding of the key points listed above.	20 marks: candidate showed adequate application of the knowledge in the key points.	20 marks: candidate showed adequate analysis of the key points listed above.
Level 0	5 marks: candidate demonstrated limited understanding of the key points listed above.	5 marks: candidate showed limited application of the knowledge in the key points.	5 marks: candidate showed limited analysis of the key points listed above.

PRESS STATEMENT:

The candidate should have written a client identification: that the press statement is professionally structured like a press release.

Press statement from the Northern Ireland Assembly

Press statement from the Dail:

Original headline, eg, Stormont issues advice after English nuclear disaster ;

Pro-active theme of the press statement; evidence of spin, where the writer has been able to present a positive image of the client and what either Stormont or the Dail, or both are doing about the disaster;

Press statement complies with word count;

Press statement complies with industry recognised codes and conventions relating to legal and ethical issues and grammatical presentation, including spelling, punctuation, sentence and paragraph length.

TOTAL: 50 MARKS

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