



# Coimisiún na Scrúduithe Stáit State Examinations Commission

*Leaving Certificate Applied 2014*

## English and Communication (160 marks)

Wednesday, 4<sup>th</sup> June 2014      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
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<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

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

1. When did the Heaney's move into their house in Dublin? (2 marks)


2. Heaney talks about his attic office with great fondness. Based on what you have seen and heard on the clip, give two reasons why you think he likes this room so much. (4 marks)


3. In this clip we are introduced to Heaney's parents' house in Mossbawn, Co.Derry. Based on what you learn from the clip, describe two changes that have occurred to the house in Mossbawn since Heaney was a boy. (4 marks)


4. What do you learn about Seamus Heaney's mother from this clip? (6 marks)



5. This clip shows two very different settings, Dublin and Mossbawn. Based on what you have seen in the clip, in which place would you prefer to live, Seamus Heaney's house in Dublin or the house in Mossbawn? Explain your answer. (6 marks)


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

6. What important award did Seamus Heaney win in 1995? (2 marks)


7. Describe how Heaney and his wife Marie reacted when they were told about the award. (4 marks)



8. What evidence in the clip suggests that Heaney’s success was important news in Ireland? (6 marks)


9. Based on what you have seen and heard in the clip, what indicates to you that the prize ceremony was a very important occasion? (6 marks)


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 text on vox pops, based on information from [mediacollege.com](http://mediacollege.com). Answer the questions that follow.

#### VOX POPS

The term 'vox pop' comes from the latin phrase *vox populi*, meaning “voice of the people”. People are asked to give their views on a particular topic and their responses are presented to the viewer or reader as a reflection of popular opinion. The vox pop is often used by many forms of media to provide a snapshot of public opinion.

Conducting a vox pop requires a certain amount of planning. For television vox pops, often seen on news programmes, the interviewer approaches people “in the street” and asks them simple questions about the topic. These people will be new to interviews and will often be nervous, flustered and giggly. It is therefore important for the interviewer to make them feel comfortable and relaxed.

Here are some tips for conducting a successful vox pop for television:

When asking people to participate, fast is best – don't give them time to worry about how they look or what their friends will think. Ask a mix of questions, open-ended questions and questions that have 'yes' or 'no' answers. Avoid leading questions. You may also want to include a 'no opinion' category. At the same time, you want to be specific enough to obtain the necessary information required.

Camera shots are usually close-up. In order for the interviews to look natural, it is important to get an equal number of people left-facing and people right-facing. Some producers like to get all answers with a particular opinion facing one way, and answers with an opposing opinion facing the other way.

Vox pops are a way of allowing people to express their own views, letting the viewer see the facial expressions and appearance that go with people's words and views. It is important to ensure that a mix of genders and races are represented in the survey.



Source: wordpress.com

- (a) (i) From your reading of the above article, give one reason why vox pops are used by the media. (2 marks)


(ii) Identify **two** pieces of advice about conducting television vox pops offered in the article. (4 marks)


(b) (i) Suggest one situation where using a vox pop could provide useful information to LCA students. (2 marks)


(ii) Explain why you think a vox pop would be useful in this situation. (6 marks)


(c) Describe one example that shows how ineffective or bad communication can have a negative effect in the workplace. (4 marks)



(d) Work experience is an integral part of the Leaving Certificate Applied course. Write a **report** on one of your work experience placements using the headings below. (12 marks)

**How I chose the work placement**


**The preparations I made before beginning the work placement**


**What I learned about effective communication while on work experience**



**One piece of advice I would offer other LCA students going on work experience**


**OR**

- 2. (a) (i)** Name your favourite Leaving Certificate Applied Work Experience placement.  
Give **two** reasons why this was your favourite work placement. (4 marks)


(ii) Describe your main duties while on this work placement.

(4 marks)


(b) Identify one aspect of work experience that you found difficult or challenging and explain why you found it to be so.

(4 marks)


(c) Explain the importance of demonstrating any **two** of the skills or qualities below while on work experience.

(6 marks)

<b>Punctuality</b>	<b>Good communication skills</b>
<b>Enthusiasm</b>	<b>Good work ethic</b>
<b>Politeness</b>	<b>Working well as part of a team</b>





## Section 2

# Communications and Enterprise

Answer question 3 or 4 or 5

3. Read the following piece, based on information from *RecruitIreland.com*, on job interview preparation. Answer the questions that follow.

### PREPARING FOR INTERVIEW

Knowing how to effectively prepare for a job interview can be a challenge. You need to concentrate your efforts on a number of key areas. Being interviewed is a skill that needs to be learned. By focusing on the points below, you will sharpen your skills, build your confidence and outshine the competition.

#### First Impression:

In a first meeting, an employer is looking for an individual who inspires confidence and has positive energy. During an interview, it is important to smile, offer a firm and confident handshake and maintain good eye contact. Remember that the interviewer is assessing not only if you can do the job, but how you will interact with clients and other employees.

#### Popular Interview Questions:

Make sure you prepare for the most obvious interview questions. While you can't anticipate every question that will come up, certain questions come up time and time again. The following are firm favourites:

- (a) Tell me about yourself.
- (b) Why did you apply for this position?
- (c) What are your strengths?
- (d) What do you know about this company?
- (e) What have you been doing since you left school?
- (f) Do you have any questions you would like to ask?

**Enthusiasm:** This is important. If you show enthusiasm and energy in an interview, there is a strong chance you will show the same passion for the job when you join the company.

**Practice:** You wouldn't run a marathon without doing any training. Likewise, doing an interview without getting a few practice runs is unwise. Practice is essential. Make sure you rehearse your answers out loud. Going through a mock interview with a friend or a teacher can dramatically improve your performance. They can help identify your areas of weakness and work with you to overcome them.



- (a) (i) Identify **two** types of non-verbal communication, mentioned in the article above, that can help to create a good first impression during an interview. (2 marks)


(ii) Outline two possible benefits that can result from taking part in a “mock” or practice interview. (4 marks)


(b) Give one other piece of advice, not mentioned in the passage above, that you feel would benefit a student who is preparing for a job interview. Explain why you feel this piece of advice is important. (6 marks)


(c) Describe how you would present yourself (clothing and appearance) to ensure you would make a good impression at an interview. (6 marks)



- (d) You have just been called for your first **job interview**.
- Identify the position you will be interviewed for.
  - The box below contains a number of questions you are likely to be asked.  
Write out the answers you would give to these typical interview questions. (12 marks)

<b>Identify the position for which you will be interviewed</b>
<b>Why did you apply for this position?</b>
<b>What strengths, skills and abilities would you bring to this company?</b>



4. (a) (i) Briefly describe the student enterprise/mini-company which was organised by your Leaving Certificate Applied class. (4 marks)


- (ii) Outline your role in the enterprise/mini-company and explain why you were chosen for this position. (6 marks)


- (b) Was your enterprise/mini-company successful? Give reasons for your answer. (4 marks)



(c) Identify one aspect of enterprise that you have learned about from your involvement in the enterprise/mini-company and outline what you learned about it. (4 marks)


(d) Write out the **talk** you would give to a gathering of local business people about your experience of a student enterprise/mini-company. Your talk should include the following: (12 marks)

- an introduction
- the importance of leadership
- one difficulty that your enterprise/mini-company experienced and how it was overcome
- the benefits of working as part of a team.

<b>Introduction</b>
<b>The importance of leadership</b>

**One difficulty that you experienced and how it was overcome**

**The benefits of working as part of a team**

**OR**

5. Read the following article based on information from digitaltimes.ie. Answer the questions that follow.

## Happy Birthday



Facebook is ten years old this year. Launched in February 2004 it had one million users by December 2004.



An early hit with college students and a generation of people under thirty-five; 'the facebook' became facebook.com in August 2005. Initially, Facebook was a place where people shared photos and updates with friends and family.



In September 2006 Facebook launched its 'Newsfeed' and by December of that year it had over 12 million users.



In May of 2007 it launched 'Facebook Platform' with 65 developers and 85 applications. By December of that year it had over 58 million users.



Now much more than a photo sharing platform, Facebook started to show signs that it could become the dominant global platform for just about anything: films; music; breaking news; advertising and retail. In 2008 Facebook launched 'Chat', an instant messaging service for users. It had 145 million users by year's end.



In February 2009, Facebook introduced the 'Like' button, which quickly became a kind of currency for marketers and brands. By December of that year Facebook had 360 million users.



In 2010, Facebook 'Places', where users can share their location in real time, was launched. By year's end Facebook had 608 million users.



In September 2011, Facebook launched 'Timeline'. By December there were 845 million registered users.



In April 2012, Facebook shocked the world by buying the mobile app Instagram for \$1 billion in cash and shares. In October of that year it had reached the one billion user mark – a record for any media platform in history.



At the start of 2013, Facebook launched 'Graph Search', a product to challenge Google and provide users with precise answers to questions.



In 2014, Facebook turned 10 years old. It now has over 1.1 billion active users, 680 million of which are mobile users. One out of 12 people on the planet has a Facebook profile; there are over 5,800 Facebook employees worldwide; there are 30 Facebook offices globally; and 57% of people say they talk more online than they do in real life. Facebook is the dominant global media platform and has changed the way the world communicates, learns, shares and does business.

(a) (i) According to the article above, how many active users does Facebook have in 2014? (2 marks)


(ii) In order for a business to grow and develop, it needs to be able to change and improve its service to customers. Based on what you have read above, identify two ways Facebook has changed and improved its service in the last ten years. (4 marks)


(b) Facebook has changed the way the world communicates, learns, shares and does business. Outline two advantages that using a website, like Facebook, could have for a growing business today. (6 marks)


- (c) Based on your own experience of enterprise, describe two skills you think an entrepreneur would need in order to develop a business. Explain your answer. (6 marks)


- (d) You have been asked by your Leaving Certificate Applied co-ordinator to write a **report** on the market research your class undertook for their enterprise/mini-company. Your report should include the following:

- the aim or purpose of the research
- the target audience
- how the research was conducted
- what was learned from doing this market research.

(12 marks)

<b>Aim or purpose of the research</b>
<b>The target audience</b>



## Section 3

## The Communications Media

### Answer question 6 or 7

6. Read the following passage, based on information from the National Newspapers of Ireland website (nni.ie). Answer the questions that follow.

The Joint National Readership Survey (JNRS) contains a wealth of valuable research on readership (in print or online) of newspapers. It is Ireland's largest random survey with a sample size of approximately 7,000 adults aged 15+.

In 2013, the JNRS survey found increased overall readership levels, driven by growth in online readership of newspapers. Over 3 million people in Ireland read either a daily newspaper or a Sunday or weekly newspaper regularly, according to the survey. This figure includes readers of print and online newspapers.

The survey showed that more people are reading newspapers online than ever before. Almost 500,000 people accessed newspapers online (either daily brands or weekly newspapers). The 2013 survey found that an additional 40,000 readers read a newspaper online, than did so when surveyed for JNRS 2012. This represents an increase of almost nine per cent in just six months.



“This is the first JNRS report that allows for comparison of online readership figures with a previous report and thus, it provides evidence of emerging trends. It is very positive, but not surprising, to see that online readership is growing at such a healthy pace. Our members have invested heavily in digital media and we believe that readership will continue to grow well in this area,” said Frank Cullen, Co-ordinating Director of National Newspapers of Ireland (NNI).

Meanwhile, print readership has remained relatively consistent, with no change to the figure for all newspapers. In fact, the research found a high cross-over in readership between print and online, with the majority of readers who report that they read newspapers online reporting that they also read printed versions.

- (a) (i) Approximately how many adults participated in the JNRS survey above? (2 marks)


- (ii) According to the above survey, how many more people read newspapers online in 2013 than had done so in 2012? (2 marks)


- (iii) Explain any **one** of the following terms:

<b>Editorial</b>	<b>Caption</b>	<b>Feature Article</b>
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(4 marks)


(b) Name one tabloid newspaper and one broadsheet newspaper. Outline two differences between tabloid and broadsheet newspapers. (6 marks)


(c) Name your favourite newspaper. Give two reasons why you like to read this newspaper. (4 marks)



(d) Write **an article** for a popular teenage magazine in which you present your thoughts on the future facing young people leaving school in Ireland in 2014. Your article should include:

- a headline
- a suitable caption for the picture
- your thoughts on the subject
- a conclusion.

(12 marks)

**Insert headline:**



**Insert caption:**


**Your thoughts on the subject**




7. TV series such as *Breaking Bad* and *Modern Family* are growing in popularity with viewers. Read the article below, based on information from sciencenordic.com and answer the questions that follow.

## The Ever Growing Popularity of TV Series

*Breaking Bad*; *Boardwalk Empire*; *Mad Men*; *Dexter*; *True Blood*; *Game of Thrones*; *Homeland*; *Modern Family*. The list of new quality TV series is long. Your local film and DVD department is undoubtedly stocked to the brim with box-sets of these TV series.

In recent years, TV series have been transformed, resulting in a host of high-quality series. In fact, the quality of popular TV series at the moment is so high that some critics say that TV series are experiencing a golden age.

Brian Petersen, a PhD student at the University of Copenhagen, has made a special study of TV series. According to Petersen, more TV series are produced now than ever before. In the 2008-09 season there were 172 TV series on American network channels and 90 on cable channels – a total of no less than 262 series.

Petersen believes that part of the success of TV series is closely connected to the wide selection of channels now on offer to viewers. Petersen explains that the cable channels have the lead at the moment, while the network channels play second fiddle. It's the cable channels that define the style and the narrative technique, they are the ones that create the most talked about series of the moment.

What all the new critically acclaimed TV series have in common is a limited viewership. "Previously, the aim was to please all viewers equally. Now the aim is to please relatively few viewers a lot and to keep them watching," says Petersen. The TV series that had the most viewers for a single episode was the 1970s Korean War based comedy series, *M\*A\*S\*H*. An impressive 121.6 million viewers sat down to watch the final episode of the series in 1983. In comparison, *The Sopranos* 'only' had 11.9 million viewers, while an episode of *Mad Men* has an average of around three million viewers.

For years, TV series were considered inferior to film, but this has changed. "Respect for the production of TV series has definitely grown", says Petersen. Today the big boys of the movie business make TV series without anyone raising an eyebrow – acclaimed directors Martin Scorsese, Steven Spielberg and the Coen brothers, to name but a few. Film stars such as Sigourney Weaver, Kate Winslet and Kevin Spacey are also getting involved. "TV series are riding on a great wave of success right now. It will be interesting to see how long it will last," says Petersen.

The logo for the TV series 'Modern Family' features the word 'modern' in a black, lowercase, sans-serif font, and the word 'family' in a red, lowercase, serif font below it.

- (a) Based on your reading of the above passage, give one reason for the growing popularity of TV series. (2 marks)



(b) (i) Based on what you have read above, explain why you think famous film directors and actors now want to work on TV series. (6 marks)


(ii) Outline the role played in the making of a film or TV series by any **one** of the following:

<b>The Producer</b>	<b>The Director</b>	<b>The Screen Writer</b>
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(4 marks)






## Section 4

## Critical Literacy and Composition

### Answer question 8 or 9

8. Read the following extract adapted from a short story by Emma Verling titled *Cathair Caim ... AMemoir*. Answer the questions that follow.



During my early schooldays, some of the happiest times of my life were spent in Cathair Caim in the home of my Uncle Miah (my father's brother) and his wife, Auntie May. In Cathair, spring and summer were never far away, and saving the hay was a wonderful occasion. At midday, Auntie May would arrive with a gallon of sweet tea, lovely, buttered home-made brown bread and my favourite white current bread. We younger ones used to sit on top of the hay, as it was being pulled by Tommy, the horse, through the fields to the hay-shed. How I looked forward to climbing up the ladder in the hayshed to search for hens' nests and the warm eggs inside.

I often went with Auntie May to the well for water, she in her blue cross-over apron, and I in a mini version, which she had made for me. We walked up

the hill past Tim Murphy's house, and there in a field on the left of the road was the well. A little tin saucepan lay beside it, which we used to skim the well before filling our buckets.

As the nights drew in, the neighbours would gather. My cousin, Connie, used to tell of a local storyteller, who would hold his listeners spellbound with heroic tales and stories of hardship at sea. Then on other occasions the accordion was produced and there was singing and dancing in the kitchen!

A very special place was 'down-the-room', an old-world sitting room with a lovely open fire. I loved to sit there and read the Christmas book about Rudolf the Red-Nosed Reindeer. On St. Stephen's Day the welcome was always warm. From the safety of my cousin Mary's bedroom window, I threw a fistful of coins to the waiting musicians on the gravel-path below.

- (a) (i) What used to happen at midday when the family were out 'saving the hay'? (2 marks)


- (ii) This story is set in Ireland in the 1950s. Identify two details that reveal to readers that the story is set in the past. (4 marks)



(b) The writer in this short story captures some precious and special memories from her childhood. Write a paragraph in which you describe one special memory from your childhood. (6 marks)


(c) Write a paragraph about **one** of the following aspects of a novel or short story you have studied:

<b>The Main Character</b>	<b>The Opening</b>	<b>The Ending</b>
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(6 marks)



(d) Describe the setting of a novel or short story you have studied. Explain why you would or would not like to live in the time and place featured in the text. In your answer you may not use the extract from the short story that appears above. (12 marks)

<b>Describe the setting</b>



OR

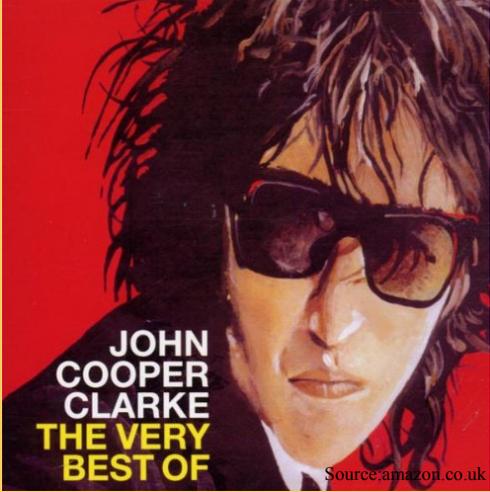
9. The following poem by John Cooper Clarke was adapted by the band Arctic Monkeys for a song on their album *AM*. Read the poem and answer the questions that follow.

**I wanna Be Yours...**

I wanna be your vacuum cleaner  
breathing in your dust  
I wanna be your Ford Cortina  
I will never rust  
If you like your coffee hot  
let me be your coffee pot  
You call the shots  
I wanna be yours

I wanna be your raincoat  
for those frequent rainy days  
I wanna be your dreamboat  
when you want to sail away  
Let me be your teddy bear  
take me with you anywhere  
I don't care  
I wanna be yours

I wanna be your electric meter  
I will not run out  
I wanna be the electric heater  
you'll get cold without  
I wanna be your setting lotion  
hold your hair in deep devotion  
Deep as the deep Atlantic ocean  
that's how deep is my devotion



*John Cooper Clarke*

- (a) Which of the following descriptions do you think best suits the above poem?

- It is mainly a funny poem.
- It is mainly a love poem.
- It is both a funny poem and a love poem.

Explain your answer with reference to the poem.

(4 marks)



(b) In the Arctic Monkeys' song version of this poem they include the following new line:  
*Secrets I have held in my heart are harder to hide than I thought.*

Explain what you think this line means.

(6 marks)


(c) (i) Many lines in this poem begin with the words *I wanna be*. Based on the style of the poem above, write two lines which could be added to the poem, beginning with the words *I wanna be*.

(4 marks)


(c) (ii) Write a short paragraph beginning with one of the following phrases:

- I would be pleased if somebody wrote this poem for me because...
- I would be embarrassed if somebody wrote this poem for me because...

(4 marks)





