



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2004

English and Communication
 (160 marks)

Wednesday 9th June 2004

Morning 9.45am to 11.45am

General Directions

1. Write your EXAMINATION NUMBER in this space:

2. WRITE ALL ANSWERS INTO THIS ANSWER BOOK.

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.

<i>For the Superintendent only</i>	<i>For the Examiner only</i>	
<div style="border: 1px solid black; padding: 10px; width: fit-content; margin: auto;">Centre Stamp</div>	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 Total box on the script.	

ANSWER ALL QUESTIONS

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

1. What age is Hannah Cleary? (2 marks)

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2. What is the name of the day care centre? (2 marks)

3. How many people has she working for her? (3 marks)

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4. What other city has Hannah lived in? (2 marks)

5. (a) How does the programme show that the staff have qualifications? (3 marks)

- (b) Apart from general qualifications in child care, what other useful qualification is shown in the programme? (4 marks)

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

6. (a) What other business was Hannah in before?

(3 marks)

(b) What mistake does she say she made in that business?

(3 marks)

7. (a) Explain why Hannah is “down 140 euro” in the last eight weeks?

(2 marks)

(b) What problems does this create for Hannah?

(6 marks)

8. What has given Hannah the motivation to keep going when times are tough? (4 marks)

Give a reason for your answer.

9. Why do you think the programme is called 'PLAN B'? (6 marks)

Candidates must attempt **FOUR** questions, **ONE** from each of the **FOUR** sections.

EACH QUESTION IN PART TWO CARRIES **30** MARKS.

Section 1

Answer **one** question from this Section, **1 or 2 or 3**

1. (a)

You have been asked to give advice to students going on work experience for the first time. Write out the advice you would give them, based on your experience of the Leaving Certificate Applied.

(20 marks)

(b) Describe **three** duties you carried out in your favourite work experience placement. (6 marks)

(c) List **two** ways in which work experience can be of benefit to a student. (4 marks)

2. Read this advertisement carefully and then answer the questions that follow it.

Responsible young person required for large supermarket. Candidate must have good communication skills and be able to work as part of a team.

(a) Write a letter applying for the job as described in the advertisement. (16 marks)

(b) Give **two** examples of where good communication skills would be needed while employed in a supermarket. (7 marks)

(c) How has the Leaving Certificate Applied helped you work as part of a team? (7 marks)

3. Write out a full Curriculum Vitae (CV) using the following headings:

- PERSONAL DETAILS
- EDUCATIONAL DETAILS
- EMPLOYMENT DETAILS
- INTERESTS AND HOBBIES
- REFERENCES

(30 marks)

(b) Outline **your** role in the mini-company set up by your class.

(7 marks)

(c) Describe any problem that arose when setting up your mini-company and explain how it was solved.

(7 marks)

(d) Explain the following terms:

MARKET RESEARCH:	(2 marks)
QUALITY CONTROL:	(2 marks)

5. Examine the advertisement shown and then answer the questions that follow it.

The advertisement is divided into three main sections. The top section is a photograph of five young people (three men and two women) sitting on a wooden pier by a body of water. They are dressed in casual, contemporary clothing like denim jackets and tank tops. An American flag is visible in the background. The word "tommy" is written in a large, white, lowercase serif font across the middle of the photo, with "the real american fragrance" in a smaller font below it. The website "tommy.com" is also visible.

The bottom section is split into two panels. The left panel has a blue background and features a red gift box with a gold star pattern and the Tommy Hilfiger logo. Next to it are a 50ml bottle of Tommy Girl American Beauty cologne and a 100ml tube of smoothing body lotion. Text below reads: "tommy girl american beauty £27 rrp, free body lotion tommy girl 50ml cologne and 100ml smoothing body lotion".

The right panel has a red background and features a blue gift box with a white star pattern and the Tommy Hilfiger logo. Next to it are a 50ml bottle of Tommy America's Best cologne and a 100ml tube of body wash. Text below reads: "tommy america's best £25 rrp, free body wash tommy 50ml cologne and 100ml tommy body wash".

At the bottom of the advertisement, centered, is the text "Available at selected department stores and perfumeries, while stocks last." Below that, in a dark blue bar, is the "TOMMY HILFIGER" logo.

(a) What kind of lifestyle is suggested in this advertisement?

(4 marks)

(b) Would the advertisement convince you to buy the product? Give **three** reasons.

(8 marks)

(c) Using examples from advertisements you have studied in class, explain the following terms:

LOGO:	(4 marks)
TARGET AUDIENCE:	(4 marks)

- (d) Design an advertisement for a product or service you have sold or would like to sell in a mini-company. It is sufficient to describe the advertisement in words. (10 marks)

6. Examine the front page of *The Irish Sun* shown and then answer the questions that follow it.



THE IRISH Sun

Vednesday, June 11, 2003 75c (inc VAT 30p in Northern Ireland) PRINTED IN IRELAND






O'LEARY POCKETS €23.8M

RYANAIR boss Michael O'Leary pocketed €23.8million yesterday by selling four million of his shares in the airline. The 42-year-old chief exec — said to be worth €400million — sold off almost nine per cent of his interest in the firm. But with a 5.4 per cent stake left in the budget carrier, he is still the largest single shareholder. This time last year O'Leary — who last month proposed to Dubliner Anita Farrell — sold seven million shares. Meanwhile non-executive director Declan Ryan also sold four million shares.

By SUN REPORTER

O'Leary... cashing in

KNIFED IN THE BARC



Becks' fury at deal OK

FURIOUS David Beckham was convinced Manchester United had stabbed him in the back last night after they agreed to sell him to Barcelona.


The soccer superstar believes that manager Sir Alex Ferguson is forcing him out by accepting a strings-attached £30million bid from the Spanish giants. Becks made it clear he had no knowledge of the deal. His management team also blasted Fergie, saying: "David is very disappointed and surprised to learn of this."

Becks, 28, and fiery Ferguson, 61, have been at war since the infamous "flying boot" incident in

By NEIL CUSTIS

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Sale agreed... David Beckham



By NOEL BAKER

STRANDED shipmate Ciara Dunne last night revealed how she missed her old crew so much she sneaked back on board — just hours after viewers saw her walk the plank.

Ciara, 23, from Carlow, became the first person to be voted off RTE reality TV show *Cabin Fever* on Monday night after coming last in a viewers' phone poll. But she insisted viewers didn't get to see the REAL Ciara.

Full story — Pages 12 & 13

IRELAND v GEORGIA: 8-PAGE PREVIEW TODAY

The articles on Michael O'Leary and David Beckham from page twenty are given here in larger print.



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O'Leary . . . cashing in



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Sale agreed . . . David Beckham

Continued on Page Nine

(a) List **three** details that you learn about Michael O'Leary from the report on him. (6 marks)

(b) Name the reporter who wrote the article on David Beckham. (2 marks)

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(c) Do you think the heading “Knifed in the Barc” is effective? Explain why.

(8 marks)

(d) Write a commentary on the front page of *The Irish Sun*. You may use some of the following headings:

- **TYPE OF NEWSPAPER**
- **HEADLINES**
- **PHOTOGRAPHS**
- **LAYOUT**

(14 marks)

7. The editor of the school magazine has asked you to write a detailed review of a film you have studied. Your review should include the following headings:

- NAME OF FILM
- PLOT
- SETTING
- CHARACTERIZATION
- AUDIENCE SUITABILITY
- YOUR OWN OPINION OF THE FILM

(30 marks)

Section 4

Answer question 8 or 9

8. Read this extract, adapted from the novel, *I Know Why the Caged Bird Sings*, by Maya Angelou, and then answer the questions that follow it.

Maya is a young American girl who has been injured in a fight. In this extract she has run away from home and is looking for some place to sleep for the night.

I spent the day wandering aimlessly through the bright streets. The noisy penny arcades with their gaggle-giggle of sailors and children and the games of chance were tempting, but after walking through one of them it was obvious that I could only win more chances and no money. I went to the library and used a part of my day reading science fiction, and in its marble washroom I changed my bandage.

On one flat street I passed a junkyard, littered with the carcasses of old cars. The rusty remains were somehow so uninviting that I decided to inspect them. As I wound my way through the old cars a temporary solution sprang to my mind. I would find a clean or cleanish car and spend the night in it. Hoping for the best, I thought that the morning was bound to bring a more pleasant solution. A tall-bodied grey car near the fence caught my eye. Its seats were untornd and although it had no wheels or rims it sat evenly on its fenders. The idea of sleeping in the near open increased my sense of freedom. I was a loose kite in a gentle wind floating with only my will for an anchor. After deciding upon the car, I got inside and ate the tuna sandwiches and then searched the floorboards for holes. The fear that rats might scurry in and eat off my nose as I slept (some cases had been recently reported in the papers) was more alarming than the shadowed remains in the junkyard or the quickly descending night. My grey choice, however, seemed rat-tight, and I abandoned my idea of taking another walk and decided to sit steady and wait for sleep. My car was an island and the junkyard a sea, and I was all alone and full of warmth.

- (a) Describe the car that Maya decided to sleep in for the night. (6 marks)

(b) What is Maya afraid may happen while she is asleep?

(6 marks)

(c) Select a sentence from the extract that you like and explain why you like it.

(6 marks)

(d) Describe a character in a **novel** or **short story** or **play** that you studied. You may use some of the following headings in your answer:

- HIS/HER PERSONALITY
- HOW THE CHARACTER COPEd WITH PROBLEMS HE/SHE ENCOUNTERED
- HIS/HER RELATIONSHIP WITH OTHER CHARACTERS

(12 marks)

9. Read the lyrics of this song, “*The Voyage*”, recorded by Christy Moore, and then answer the questions that follow it.

THE VOYAGE

I am a sailor, you’re my first mate,
We signed on together, we coupled our fate,
Hauled up our anchor, determined not to fail,
For the heart’s treasure, together we set sail.

With no maps to guide us we steered our own course,
Rode out the storms when the winds were gale force,
Sat out the doldrums in patience and hope,
Working together we learned how to cope.

Chorus:
Life is an ocean and love is a boat,
In troubled water that keeps us afloat.
When we started the voyage, there was just me and you:
Now gathered round us, we have our own crew.

Together we’re in this relationship;
We built it with care to last the whole trip.
Our true destination’s not marked on any charts,
We’re navigating to the shores of the heart.

- (a) Do you think “*The Voyage*” is a good title for the song? Explain why. (6 marks)

(b) Select a line from the song that you liked and explain why you liked it.

(6 marks)

(c) What is “life” compared to in the chorus of the song? Do you think it is an effective comparison?

(6 marks)

(d) Describe a **song** or **poem** you have studied. You may use some of the following headings in your answer.

- ITS STORY OR THEME
- THE FEELINGS EXPRESSED
- THE TYPE OF LANGUAGE USED

(12 marks)

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