



**Coimisiún na Scrúduithe Stáit
State Examinations Commission**

Leaving Certificate Applied 2009

English and Communication – Marking Scheme

(160 marks)

Wednesday 3 June 2009

Morning 9.45am to 11.45am

Part ONE-AUDIO-VISUAL (30 minutes, 40 marks) ANSWER ALL QUESTIONS

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

- 1.** Name John Boyne's most famous novel. (2 marks)

Award **2** marks The Boy in the Striped Pyjamas

- 2.** Where did John Boyne work before he became a successful writer? (3 marks)

Award **3** marks reference to working in a bookshop

- 3.** Which RTE soap opera did Ruth Gilligan feature in as a child? (2 marks)

Award **2** marks Fair City

- 4.** Where in Ireland does Darren Shan live? (2 marks)

Award **2** marks Limerick

- 5.** What kind of books does Darren Shan write? (3 marks)

Award **3** marks Horror

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

- 6.** Briefly outline **ONE** piece of advice about writing provided by **either** John Boyne or Darren Shan. (8 marks)

Award **ex 8** marks

Answer must refer explicitly to either John Boyne **or** Darren Shan to merit full marks

- 7.** Name one camera shot that you think is effective and explain why you choose that one. (6 marks)

Name of shot award **2** marks

Medium shot, long shot, establishing shot, long shot, close up shot, extreme close up shot, over the shoulder shot, wide shot, etc.

Example of shot with reference to programme award **ex 4** marks

8. The set for the programme is designed to look like a giant living room, with sofas and comfortable chairs. Do you think this is a good idea? Give two reasons for your answer. (6 marks)

Award **1** mark for yes / no

Two reasons ex **3** marks + **ex 2** marks for each reason

Candidates may agree or disagree

9. From what you have seen of John Boyne, Ruth Gilligan and Darren Shan, which of these three writers would you most like to read? Explain your answer. (8 marks)

Award **2** marks Name of writer

Award ex **6** marks for explanation

Any reasonable, developed explanation is acceptable

Answer needs to be relevant to the clip to merit full marks

Part Two-Written (90 minutes, 120 marks)

EACH QUESTION IN PART TWO CARRIES 30 MARKS

Section 1

Answer question 1 or 2 or 3

1. Read the extract adapted from the *Irish Times* and answer the questions that follow.

Julie Knows Where She is Going ...

Nineteen-year old Julie Brady knows where she is going in life. This September she will start her second year of a childcare course in Sallynoggin College. She hopes to work as a childminder in a crèche for some time before setting up her own business.

A few years ago, however, her story was very different. Brady explains: 'I hated exams. I'd study for them, but then I'd always panic and just go blank.' This damaged her confidence. 'I never put my hand up to say anything in class. I didn't have the confidence', she says.

Leaving Certificate Applied (LCA) changed all that. Julie really liked the practical nature of the programme, but it was the fact that she could earn a large number of credits before the final exams that really convinced her to try LCA.

Julie believes she learned a lot through having to complete seven tasks. Her organisational skills and her ability to work with other people has greatly

improved during her time in LCA.

More than 30,000 people have completed the LCA in the last ten years. It has provided students with the skills to help them moving into the world of work or onto further study.

- (a) What career does Julie Brady hope to have when she finishes her course? (2 marks)

Award **2** marks Childminder

- (b) Why did Julie choose the Leaving Certificate Applied programme? (6 marks)

Award **3** marks + **3** marks for any **two** of the following:

Answer may refer to the practical nature of the programme,
Earning credits before the final exams
She hated exams
To build up her confidence

- (c) The article suggests that doing the Leaving Certificate Applied helps students to prepare for the world of work. Do you agree or disagree? Give two reasons. (8 marks)

Two reasons **ex 4** marks each

Answer may refer to any of the following:

Participation in Work Placement, being part of an enterprise activity, learning about the world of work in modules like Vocational Preparation and Guidance, etc.

- (d) The Principal of your school has asked you to talk to a new group of Leaving Certificate Applied (LCA) students about your experience of LCA. Write out the talk you would give.

In your talk you should include three of the following:

- Work Experience
- Tasks
- Visitors
- Out of school activities
- Any other relevant activities (14 marks)

Reference to register and tone / delivery / audience **ex 2** marks

Three points @ **ex 4** marks + **ex 4** marks + **ex 4** marks

OR

2. Read the extract adapted from the *Irish Examiner* and answer the questions that follow.

It's nice to be nice – and it's profitable

'Manners make the man' – so states the old saying. This idea is still true in business today. In a new survey by an Irish company, 97% of people said manners are very important in the world of work.

As the country has developed, both culturally and economically, over the past decade, so too have the standards of service demanded in the workplace. 38% of those surveyed said they would consider moving their business elsewhere if the level of politeness was not high enough.

'The survey shows that businesses cannot treat people badly and get away with it' says company managing director, Pamela Fay. 'Now more than ever, organisations and staff need to display good manners in all business situations'.

Research conducted by Harvard University shows that 85% of getting, keeping and advancing in a job is based on people skills such as; listening to people, communicating clearly and treating them with respect. These skills will never go out of date.

(a) (i) What percentage (%) of people surveyed said manners are very important in business? (2 marks)

Award **2** marks 97%

(ii) Why would 38% of people surveyed consider moving their business to another company? (3 marks)

Award **3** marks reference to if the level of politeness was not high enough

(b) Give one example of people skills mentioned in the article. (3 marks)

Award **3** marks for any **one** of the following:

Listening to people
Communicating clearly
Treating them with respect

(c) From your experience, give two examples of how good manners would help you in the workplace. Explain your answer in each case. (8 marks)

Two examples ex **4** marks each

Candidates must develop answer for full marks

(d) Imagine you are a customer who has bought a DVD from ACME DVD STORE, Main St. Galway. You discover the DVD is faulty. Write a letter of complaint to the manager of that shop. (14 marks)

Candidate's address (1 mark)
Date (1 mark)
Correct salutation and conclusion (2 marks)
Signature (1 mark)
Acme DVD Store's address (1 mark)
Relevance of content and layout of letter (8 marks)
- outlining the nature of the complaint and response being looked for

OR

3. (a) (i) Name your favourite work experience placement. (2 marks)

Award **2** marks Name of placement

(ii) Give two reasons why this was your favourite placement. (4 marks)

Two reasons @ **2** marks each

Answers may refer to any **two** of the following, reference to duties performed, working with other employees, the level of responsibility being given, the opportunity to develop skills, the chance to work in a career area that you have an interest in, etc.

(b) Describe your main duties in this placement. (5 marks)

Award ex **3** marks + ex **2** marks for description

Candidates who state their duties but do not describe can only be awarded a maximum of **3** marks (1 + 1 + 1)

(c) Would you consider a career in this area? Give three reasons why you would **OR** would not consider such a career. (9 marks)

Award three reasons @ ex **3** marks for each reason

(d) (i) Describe one health and safety practice that you noticed in your work placement. (5 marks)

Award ex **5** marks for description

(ii) Why do you think that following good health and safety practices in the workplace is important? Give one reason. (5 marks)

Award ex **5** marks

For full marks candidates need to express an opinion

Section 2

Answer question 4 or 5

4. (a) Describe the mini-company/enterprise set up by you and your class during the Leaving Certificate Applied programme. (5 marks)

Award mark ex **5** marks. Any type of enterprise is acceptable. Candidates must develop answer for full marks

(b) What was your role in the mini-company/enterprise? Describe the duties you had to carry out. (5 marks)

Award mark ex **5** marks. Emphasis is on candidate's own role.
If a candidate does not describe his / her duties, mark to a maximum of **3** marks

(c) Write about two problems that your mini-company/enterprise experienced. (5 marks)

Award ex **3** marks + ex **2** marks for each problem

(d) How did your mini-company/enterprise solve these problems? (5 marks)

Award ex **3** marks + ex **2** marks how each problem was solved

(e) Design an advertisement for your mini-company/enterprise. It is sufficient to describe the advertisement in words, but you may use an illustration if you wish. (10 marks)

Description of mini company / enterprise / product / service

Name of product / service

comment on the unique selling points (USPs) of product

mention of availability of product / etc. (**8** marks)

Emphasis on tone / presentation style of advertisement etc. (**2** marks)

OR

5. Read the extract adapted from the *Irish Independent* and answer the questions that follow.

Young Entrepreneur 2008

A Kerry student has won the title of Young Entrepreneur of the Year and scooped a cash prize of €5,000 for her business idea.

Neasa Fitzpatrick from Coláiste Na Sceilge Caherciveen thought of setting up a business where Transition Year students help Junior Certificate students with their study skills.

Neasa won the prize after presenting her idea to a panel of judges in a nail-biting Dragon's Den-style final. She put forward her idea of 'Learn2Learn', a tutorial service for Junior Certificate students.

The judges, who had to choose the winner from among 10 short-listed students, were Aer Arann's Padraig Ó Céidigh and Mike Fitzgerald, the Altobridge Chief Executive. The awards were held at the Malton Hotel in Killarney and the winners were announced at the end of the night by MC Síle Seoige.

The occasion marked the end of the first year of the Young Entrepreneur Programme (YEP), which was developed by the Institute of Technology, Tralee (ITT) and Shannon Development's Kerry Technology Park (KTP). The programme encourages young people to look at entrepreneurship as a career choice.

After she received her award, Neasa Fitzpatrick said: "The business plan was a lot of work but once I got into it I got a real buzz out of it." Jerry Kennelly, who spearheads the YEP, said nurturing entrepreneurs was vital for the country's economic growth.

(a) What prize did Neasa Fitzpatrick win? (2 marks)

Award **2** marks for any **one** of the following:

Young Entrepreneur of the Year

€5,000

Trophy

(b) What business idea did Neasa enter the competition with? (3 marks)

Award **3** marks for any of the following:

Her idea was Learn2Learn, a tutorial service for Junior Certificate students

(c) Do you think a competition like the Young Entrepreneur of the Year is a good idea? Give two reasons. (7 marks)

Award 1 marks for Yes / No

Award ex **3** marks + ex **3** marks for each reason

(d) Padraig Ó Céidigh is the Managing Director of Aer Arann and a Young Enterprise Programme judge. Write out three questions that you would like to ask him in relation to enterprise. (9 marks)

Award ex **3** marks for each question

Questions must be relevant to enterprise to merit full marks

(e) Explain the following terms linked to enterprise: (9 marks)

- Shareholders
- Logo

- Agenda

Award ex 3 marks for each term

Answers need to be fully developed to merit full marks

Section 3

Answer question 6 or 7

6. Read the article about Donal O'Farrell adapted from the *Sunday Tribune Magazine* and answer the questions that follow.

DONAL O'FARRELL talks about his work as a Stunt Co-Ordinator. Donal has worked on such well known films as; *PS I Love You*, *Becoming Jane* and *Inside I'm Dancing* as well as the television series *Murphy's Law*.

Stunt co-ordinators are responsible for organising anything from fight scenes to driving sequences. I'm hired because there is an element of danger in the work, so assessing the risk is important and it's my job to reduce it as much as possible. Health and safety is the number one priority. If there is any chance that somebody could get hurt performing a stunt, I help to come up with another idea or, if necessary, agree a different camera angle with the director.

I started in the business as a stunt performer and it took time to train and build up my reputation in order to be a stunt co-ordinator. I work as a co-ordinator on films, TV and theatre productions, but I still perform and double for actors; it's all part of the job. Of course, in some cases, the actors may be able to do their own stunts, but the insurance company may require stunt-doubles to stand in to reduce the risk to the actors.

As a performer, films like *Braveheart* and *Saving Private Ryan* stand out because they gave me an insight into what it must have been like at the time.

It's a great job. Though like every job it sometimes has its down sides, one of which is that you can have long periods of unemployment. Thankfully, there have not been many quiet times recently. But it's a competitive business to be in and the old saying 'you're only as good as your last movie' is fairly accurate.

(a) Name two films that Donal O'Farrell worked on as a stunt performer or as a stunt coordinator. (2 marks)

Award 1 mark each for any two of the following:

PS I Love You, *Becoming Jane*, *Inside I'm Dancing*, *Braveheart*, *Saving Private Ryan*

(b) Give two examples of the type of work a stunt co-ordinator might organise. (4 marks)

Award **2** marks for each of the following:

Fight scenes, Driving sequences

(c) Explain why a director might hire a stunt -double. (4 marks)

Award ex **4** marks

Any reasonable, developed explanation is acceptable

(d) Donal loves his job but says there is one 'down side'. Explain the 'down side' to being a stunt co-ordinator that he mentions in the article. (6 marks)

Award ex 6 marks

Answer to include reference to possibility of long periods of unemployment to merit full marks

(e) Write a review of a film that you have studied for your Leaving Certificate Applied course.

Your review should include some of the following, where appropriate;

- Film title
- Setting
- Plot
- Characters
- Actors' performance
- Sound track
- Special effects
- Your rating for the film (14 marks)

Award ex **14** marks

Candidates must develop answer to merit full marks

OR

7. Examine the television listings from the RTE GUIDE below and answer the questions that follow.

Look at the television schedule on page 23 and answer the following questions.

(a) Name one television channel from the schedule and identify two different types of television programmes on that channel. (5 marks)

Award **1** mark for any **one** of the following:

RTE One, RTE Two, TV3

Award **2** marks each for type of television programme identified:

Answers may include any two of the following: comedy, childrens, soaps, news, current affairs, lifestyle, documentary, chat shows, drama, reality TV, etc

(b) Who do you think is the likely target audience for the following television programmes? (4 marks)

Award **1** mark identification of target audience for each programme

Ear to the Ground RTE 1 7.00p.m.

Balamory RTE 2 1.15pm

90210 RTE 2 7.00pm

Sports Tonight TV3 11.40pm

(c) Look at the 6pm – 7pm time slot on all three channels. Compare how this time slot is filled on different channels. (9 marks)

Award **ex 9** marks

Candidates may compare between two or more channels in their answers

Any well developed comparisons will merit full marks

(d) Give two examples of popular soap operas. (2 marks)

Award **1** mark for each example of a popular soap opera identified.

(e) Explain why you think soap operas are so popular. Give two reasons for your answer. (10 marks)

Award **5** marks for each reason given for explanation of appeal

Answer must be developed to merit full marks

Section 4

Answer question 8 or 9

8. Read the poem, *Who Made a Mess?* By Steve Turner and answer the questions that follow.

Who Made a Mess?

Who made a mess of this planet
And what's that bad smell in the breeze?
Who punched a hole in the ozone
And who took an axe to my trees?

Who sprayed the garden with poison
While trying to scare off a fly?
Who streaked the water with oil slicks
And who let my fish choke and die?

Who tossed that junk in the river
And who stained the fresh air with fumes?
Who tore the fields with a digger
And who blocked my favourite views?

Who's going to tidy up later
And who's going to find what you've lost?
Who's going to say that they're sorry
And who's going to carry the cost?

Steve Turner

(a) What is the theme of the poem? (6 marks)

Award ex **6** marks

Answers may refer to:

Sense of damage to environment, etc.

Any relevant well developed answer merits full marks

(b) This poem is made up of a series of questions. Why do you think the poet wrote it this way? (6 marks)

Award ex **6** marks

Any relevant well developed answer merits full marks

(c) Which question in the poem do you think is the most important one? Explain your answer. (6 marks)

Award **1** mark Selection of question

Award ex **5** marks Justification of selection

(d) Name a poem that you have enjoyed and explain why you liked this poem. Give three reasons in your answer. (12 marks)

Award **2** marks Selection of poem

Award ex **4** marks + ex **3** marks + ex **3** marks for explanation of appeal

Explanation needs to be developed to merit full marks

OR

9. Read the extract adapted from the novel *The Stuff of Nightmares* by Malorie Blackman and answer the questions that follow.

There's something about running. Something ... well, if you don't get it, you won't get it. Every time my foot smacks the pavement, it's like an echo of my heartbeat slamming inside me, telling me that 'I'm here, I'm now, I'm *alive*.' I don't jog – jogging is for posers showing off their latest designer gear. No, I *run*. Tunnels like the one down by the canal and dark places are best. Places where I can't see my shadow chasing me or teasing me by running ahead. In tunnels and dark places there are no shadows, no ghosts. There's only me.

This morning was just right, mid spring cool rather than early spring cold, and the air tasted of the new and fresh instead of the usual diesel and dog smell, so I decided to run through the park, which was kind of a mistake, because it wasn't long before I wasn't alone as I ran.

(a) The extract above is the beginning of the novel. In your opinion, is it a good beginning? Give two reasons for your answer. (6 marks)

Yes / No award **1** mark

Justification of answer with two reasons award ex **3** marks + ex **2** marks

(b) Look at the cover of the novel *The Stuff of Nightmares*. Give one reason why you do or do not think it is an effective cover for this novel. (4 marks)

Answer may agree or disagree

Award **1** mark Yes / No

Award ex **3** marks for one fully developed reason

(c) Based on your reading of the extract, write 6 – 8 lines outlining what you think might happen next in the novel. (8 marks)

Award ex **8** marks

Any relevant well developed answer merits full marks

(d) Name a novel you have studied. Select a character from that novel and explain why you liked or disliked that character. Give three reasons for your answer. (12 marks)

Award **2** marks Name of Novel and selection of character

Explanation of appeal award for each reason ex **4** marks + ex **3** marks + ex **3** marks