

State Examinations Commission

Leaving Certificate Applied

English and Communication (160 marks)

Wednesday 8th June 2005

9.45am – 11.45am

Marking Scheme

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 the editor of the newspaper **Ireland on Sunday**. (2 marks)

Paul Drury (2 marks)

2. Name **two 'red tops'** mentioned in the programme. (4 marks)

Two of the following award **four** marks. **One** of the following award **two** marks.
The Sun, The Mirror, The Star, Sunday World.

3. Which Irish daily newspaper is available in both broadsheet and tabloid format(size) ? (2 marks)

Irish Independent (2 marks)

4. What are the main differences between broadsheet and tabloid newspapers according to the three young people interviewed in the vox pop? (4 marks)

Any **two** of the following points @ **two** marks each

“Tabloids are more gutter press like, tabloids have gossip and celeb interviews, Broadsheet more factual and current affairs, you can believe it more than tabloids...”

5. (a) What does the first adult interviewed think of tabloid newspapers ? (2 marks)

One point @ **2** marks

“If I was reading tabloid press, I wouldn't tend to believe as much...”

(b) What does the second adult interviewed look for in a newspaper ? (2 marks)

Any **one** of the following points @ **2** marks

Good broad introduction to or analysis of news, current news affairs, good coverage of sports

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

6. There is a red light flashing in the newsroom. What does this red light signal ?
(2 marks)

One point @ 2 marks

No entry **2 marks**

Sense of live transmission being broadcast **2 marks**

7. As the speakers are talking there is an office in the background. Describe **two** items or activities that suggest this is a newsroom office. (6 marks)

Two points @ 3 marks

Shot of newsreader, Person typing on the computer, people talking on telephones, newspaper on table, monitor on wall

8. (a) Outline two of the ways mentioned in the voice-over at the beginning of clip two by which it is suggested that news is interesting and exciting. (4 marks)

Any **two** of the following @ **2 marks**

News can break into the transmission schedule anytime it wants, Overblown fanfares, Earnest presenters.

(b) What does Mary Butler say about the idea of news being entertainment?
(4 marks)

One developed point ex **4 marks**

Would not classify it as entertainment, not like Winning Streak / The Simpsons, Greater effort made to hold on to the viewer to make news attractive, to dress it up, to use different device to hold peoples attention.

9. The final speaker tells us that TV news has to contain certain types of stories. Outline **two** decisions the producer has to make about the stories included in the news. (8 marks)

Two points @ 4 marks

Answer must refer to **two** decisions the producer has to make

Part Two – Written

(90 minutes, 120 marks)

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

EACH QUESTION IN PART TWO CARRIES 30 MARKS

Section 1

Answer question 1 or 2

1. (a) List **three** ways you would prepare for making a telephone call to any **ONE** of the above job advertisements. (6 marks)

Three points @ 2 marks each

Answers may refer to, have pen and paper ready to take notes, write out the points you wish to cover, decide on the order you wish to raise the points, know who you wish to speak to, find an appropriate place from which to make the call, keep a copy of your C.V. near the phone, etc.

(b) Write out **three** questions you would like to ask about **ONE** of the positions advertised. (6 marks)

Three questions @ 2 marks each

Answers may refer to the hours involved, the rate of pay, job description, is a company car provided, reference to location of work, etc.

(c) In two of the three advertisements, the contact number is a mobile phone number. Name **two** advantages and **two** disadvantages of mobile phones. (8 marks)

Two advantages @ 2 marks each

Two disadvantages @ 2 marks each

(d) Write out briefly what you would say when telephoning for details of any **ONE** of the positions advertised. (10 marks)

Impression mark ex **10** marks

OR

2. (a) Name your favourite work experience placement and give **two** reasons why you liked it. (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 **three** duties you carried out in your favourite work experience placement. (6 marks)

Description of **three** duties @ **2** marks each

(c) You have been asked to speak to Leaving Certificate Applied students going on work experience for the first time. Write out the speech you would make advising the students on how to be successful at work experience. (20 marks)

Reference to register and tone / delivery / audience ex 4 marks

Answer could include advice on any **four** of the following ex **4** marks each:

Choosing the placement, how to find a suitable placement, key details of the placement, contact names, travel arrangements, starting and finishing times, workplace dress and etiquette, health and safety issues, keeping a diary, how to ask questions, following instructions etc.

Section 2

Answer question 3 or 4

3. (a) Describe a student enterprise / mini-company that was organised by your class.
(5 marks)

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

(b) Give details of your role in the student enterprise / mini-company. (5 marks)

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

(c) State **one** difficulty that arose in your student enterprise / mini-company and explain how it was resolved. (6 marks)

Statement of difficulty (3 marks)

How it was resolved (3 marks)

(d) Explain **two** ways in which being involved in a student enterprise / mini-company could help you when you leave school. (6 marks)

Two ways @ **3** marks each

Benefits must be stated and explained in order to merit full marks.

Candidates who state benefits but who do not elaborate on same can only be awarded a maximum of **2** marks (**1 + 1**)

(e) You have been asked to design a market research questionnaire / survey for your student enterprise / mini- company. Write out **four** questions you would include in the questionnaire / survey. (8 marks)

Four questions @ **2** marks each

OR

4. Read the article from *The Irish Times Magazine* and answer the questions that follow.

(a) Ari Gardiner was very enterprising when he was young. What evidence is there of his enterprising spirit? Give **two** examples. (5 marks)

Any **two** examples. Award ex **3** marks for first example and ex **2** marks for second
Answers may refer to any **two** of the following: at eight he ran snail races in school, he did the same with cane toads except they cost \$2.50 each, when he was ten he sold shoeboxes full of silk-worms, he sold the mulberry leaves that the silk-worms needed to eat, when the break-dancing craze hit, he was selling sheets of cardboard for \$4 to put on the ground and spin.

(b) Were his enterprises / business ventures successful when he was young? Give **one** piece of evidence. (5 marks)

Yes and / or no award **1** mark
One piece of evidence award **4** marks

(c) Imagine Ari Gardiner has agreed to visit your Leaving Certificate Applied class. What **two** questions would you ask Ari about his work / life? Why would you ask these questions? (10 marks)

Question ex **2** marks
Reason for question ex **3** marks
Question ex **2** marks
Reason for question ex **3** marks
Questions and reasons should bear some relevance to Ari's work and / or life

(d) You have been asked to write a radio advertisement for the Life Fibre bread made by Ari Gardiner. Write the text / words for this advertisement which would persuade people to buy this bread. (10 marks)

Description of product / 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)

Section 3

Answer question 5 or 6

5. Read the article on reality television adapted from *The Irish Times* and answer the questions that follow.

(a) Name **two** “reality” television programmes that are mentioned in the article.
(2 marks)

Two of the following programmes award **2** marks. **One** of the following award **1** mark

Real World, Survivor, Big Brother, Temptation Island, The Osbournes

(b) Give **two** pieces of evidence from the extract that show the popularity of “reality” television. (4 marks)

Two of the following award **4** marks. **One** of the following award **2** marks.

The Paris-based Eurodata TV research organisation tells us that *Survivor* and *Big Brother* are among the top 10 shows in five out of the 55 countries surveyed, more people voted for one single *Big Brother* eviction in 2000 than for the winning party in the last British general election, *Celebrity Big Brother* on Channel 4 drew first night audiences of 7 million, first episode of *The Osbournes* was watched by over 6 million people in Britain and Ireland.

(c) “Reality” television programmes have used a number of different settings for their programmes e.g. a house, an island, a ship etc. If you were a television producer, describe a new “reality” television programme you would make for RTE suitable for the whole family. You may use some of the following headings: (12 marks)

- Title of programme
- Setting
- Types of characters / people on the programme
- Test / competitions for the characters

Impression mark ex **12** marks Description of programme

(d) Write a letter to the editor of *The Irish Times* giving your opinion on any “reality” television programme(s). (12 marks)

Candidate’s address (1 mark)

Date (1 mark)

Correct salutation and conclusion (2 marks)

Signature (1 mark)

Newspaper’s address (1 mark)

Content and layout of letter (6 marks)

- expressing opinion on “reality” television programme(s)

OR

6. Read the article entitled “Big fall in ratings for some of RTE’s top radio stars”. Answer the questions which follow.

Big fall in ratings for some of RTE’s top radio stars.

(a) Which radio broadcaster has had the greatest drop in ratings? (2 marks)

Matt Cooper (2 marks)

(b) Which radio broadcaster has had the greatest increase in ratings? (2 marks)

George Hook **or** Ryan Tubridy (2 marks)

(c) The article states that “ratings for some of RTE’s most well-known radio broadcasters have fallen”. Explain the term “ratings”. (6 marks)

Explanation of term award ex **6** marks

(d) The final sentence in the article states the “ The advertising industry was last night examining and analysing the results” of the survey. Explain why advertisers would be so interested in the ratings of radio programmes. (10 marks)

Explanation mark ex **10** marks

(e) Name your favourite radio station and give **three** reasons why you like it. (10 marks)

Name of radio station award **1** mark

Three reasons @ ex **3** marks for each reason

Section 4

Answer one question from this section, 7 or 8 or 9

7. Read this extract from a review of the review of the film *I, Robot* and then answer the questions that follow it.

(a) Explain the term “ high tech thriller”. (5 marks)

Explanation of term mark **ex 5** marks

(b) The review describes Del Spooner, the main character in the film *I,Robot*. Based on your reading of the review, do you think you would find the character interesting or enjoyable ? Give a reason for your answer. (5 marks)

Yes / no award **1** mark

Justification of answer mark **ex 4** marks

(c) From your reading of this review, give **two** reasons why you would **or** would not like to see the film. (8 marks)

Two reasons @ **4** marks each

Candidates may state whether they would or would not like to see the film but they must refer to the review to develop or support their preferences or their point of view

(d) Write a review of a **film** you have studied. (12 marks)

Name of film award **2** marks

Award mark **ex 10** marks

The review may refer to any of the following

Brief comment on what the film is about, comments on setting, comments on actors' performances, use of cinematic effects, audience suitability, your judgement of the film, etc.

OR

8. Read these poems and then answer the questions that follow them.

(a) Which poem do you prefer ? Give **two** reasons for your answer. (6 marks)

Name of poem award **1** mark

Two reasons mark ex **3** marks + ex **2** marks

(b) Select a line from **one** of the poems that you particularly liked. State why you chose this line. (6 marks).

Selection of line award **2** mark

Justification award ex **4** marks

(c) State briefly in your own words the theme of each poem. (6 marks)

Talking Turkeys Award marks ex **3**

The Encounter Award marks ex **3**

(d) Write a short report on a **poem** or **song** you enjoyed. Explain why it appealed to you. (12 marks)

Name of **poem** or **song** (2 marks)

Explanation of appeal mark ex **10**

OR

9. You have been asked to write a review for your school magazine of a **novel** or **short story** or a **play** that you studied. Your review should include **each** of the following:

- What the novel or short story is about
- The most interesting character in the chosen text
- Why you would recommend the text to others.

(30 marks)

Name of **novel** or **short story** or **play** Award **3** marks

Mark ex **9** marks for reference in review to **each** area named
What it is about ex **9**

Most interesting character ex **9**

Why you recommend it to others ex **9**