



Coimisiún na Scrúduithe Stáit
State Examinations Commission

LEAVING CERTIFICATE APPLIED

2008

MARKING SCHEME

ENGLISH AND COMMUNICATION

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. What type of work experience will the students be going on in this episode of *NO EXPERIENCE REQUIRED*? (2 marks)

Award **2** marks for journalism

2. In the opening sequence, we hear about the value of work experience. Name **two** of the benefits that are mentioned. (4 marks)

Two benefits @ **2** marks each

Answers may refer to any **two** of the following:

Give students a chance to see what the real world is like, a chance to learn from the best, get valuable information about your future career, help students who are in the dark about what direction to take after school, help students who are unsure about where their career might take them, to find out if your dream job meets your expectations.

3. What are Jason's worries about his work experience placement? (2 marks)

Award **2** marks

Any **two** of the following:

Make a complete fool of myself, I might mess up, do something really bad.

4. Describe the **first** task that the three work experience students must do. (4 marks)

Description of first task mark **ex** 4 marks

5. Describe the **second** task that the three work experience students must do. (4 marks)

Description of second task mark **ex** 4 marks

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

6. (a) Which student do you think is the most successful at communicating with the people in the street and getting answers to the questions? (2 marks)

Award **2** marks

Any **1** of the following:

Julie, Jason, Eden

(b) Why do you think this student is most successful? (4 marks)

Justification of answer award **ex** 4 marks

Answers may refer to

Student showing initiative, their approach to members of public, etc.,

7. From their participation in their placement, describe two things you think the students have learned about the life of a journalist. (6 marks)

Two **ex** 3 marks each

Answers may refer to

The working environment, the rhythm of the working day, the nature of the work of a journalist, the challenges that the journalist may face, the skills required, the qualities of a journalist, etc.,

8. Describe two techniques that are used in this programme to make it sound and look interesting for the viewers. (6 marks)

Description **ex** 3 marks each

Answer may refer to

Use of music, camera angles being used, size of shots, mise en scène, the set / location, etc.,

9. Do you think the name “NO EXPERIENCE REQUIRED” is a good title for the programme? Explain your answer. (6 marks)

Yes or no award **1** mark

Justification of answer with reference to programme award **ex** 5 marks

Part Two-Written (90 minutes, 120 marks)

EACH QUESTION IN PART TWO CARRIES 30 MARKS

Section 1

Answer question 1 or 2

1. Read the article from *The Irish Examiner* and answer the questions that follow.

The power of apprenticeships

Linda Ryan, 23, pretty and petite is not your stereotypical mechanic. She didn't let stereotypical views deter her from her lifelong passion for motors. She started her apprenticeship in Ford C.A.B. Motor Company in Cork and now works for Cleary Motors in Thurles.

"I grew up around engines, we have loads of trucks at home. My dad has a haulage and skip business and I'm used to being around motors. My dad taught me loads about engines. I could have just carried on working, he taught me most of what I needed to know, but I wanted some structure to my knowledge and the papers to prove that I was qualified."

"When I was at school I went to a technical college down the road to hear a talk about apprenticeships and thought that sounded like a good solution. I came back and told the nuns in my school that that's what I wanted to do; they didn't believe me".

"No-one had ever done it from my school before – but now next week there's a girl coming to our garage on work experience from the school I went to. My parents always knew that I'd end up being a mechanic. As for people saying women can't be mechanics, I'd say you need to be strong, but not that strong. The guys at work help me out when I need it – they're really good – but I can also help out with things they can't do, I can reach places they can't. Now my younger brother's about to start an apprenticeship too."

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

EACH QUESTION IN PART TWO CARRIES 30 MARKS.

(a) Where did Linda Ryan do her apprenticeship? (3 marks)

Award 3 marks

Ford C.A.B. Motor Company in Cork

(b) Describe how Linda became interested in being a mechanic. (6 marks)

Award mark **ex 6** marks

Answer may refer to:

Growing up around engines, having loads of trucks at home, father having a haulage and skip business, father teaching her about engines etc.

(c) Why do you think the nuns did not believe Linda when she said she wanted to be a mechanic? (6 marks)

Explanation award **ex 6** marks

Any reasonable, developed explanation is acceptable

(d) Linda tells us that “there’s a girl coming to our garage on work experience from the school I went to”.

Write out **three** pieces of advice you would give this girl before starting her work experience. Explain each piece of advice. (15 marks)

Three pieces of advice **ex 5** marks each

“Pieces of advice” must be stated, developed, explained or clarified to merit full marks

Candidates who state “pieces of advice” but do not elaborate can only be awarded a maximum of **9** marks (**3 + 3 + 3**)

Candidates must develop answer for full marks

OR

2. Read this profile of Frank Keegan and answer the question that follows.

Frank Keegan is an 18 year old Leaving Certificate Applied student. His date of birth is the 19th March 1990. His address is Number 4, Main Street, New Town, Dublin and he attends St Luke’s Secondary school, Old Field Road, New Town, Dublin. He attended St Luke’s Primary school, New Town from 1995 to 2002. In his Junior Certificate in 2006, he got a grade B in Science, CSPE, Woodwork and Maths. He got a grade C in Gaeilge, English, Geography, Home Economics and History.

As part of his Leaving Certificate Applied programme, in December 2007, Frank completed two weeks work experience in the local *Texaco* garage. His duties included serving at the till and keeping the floor area tidy. His boss, John Butler, was very happy with Frank’s work and has offered him a job at weekends and during the summer. Frank received an excellent reference which his LCA Co-ordinator, Edel Coffey, was pleased with.

Frank likes football and he has won an under 16 county medal with the local GAA club, Na Fianna. He was captain of the under 16 team and this year he is playing with the minor team. Frank enjoys snooker and going to the cinema.

(a) Using all of the above information, write out a full curriculum vitae (CV) for Frank Keegan (30 marks)

Award **ex 2** marks each for use of five relevant headings such as:

Personal Details, Educational Details, Work Experience, Achievements, Interests and Hobbies, Referees etc. award **2** marks each to a maximum of **10** marks

Award **ex 3** marks each for relevant information under each heading. Award to a maximum of **15** marks

Emphasis on presentation style / general layout of Curriculum vitae (ex 5 marks)

Section 2

Answer question 3 or 4

3. (a) Describe the student enterprise/mini-company which was organised by your class in L.C.A. (6 marks)

Award mark **ex 6** marks. Any type of enterprise is acceptable. Candidates must develop answer for full marks

(b) How did your class decide on this enterprise/mini-company? (6 marks)

Award **ex 6** marks

One developed point or answer may refer to:

Brainstorming, market research, what previous enterprise activities may have been etc.,

(c) Outline your role in the enterprise/mini-company. (6 marks)

Award mark **ex 6** marks. Emphasis is on candidate's own role.

If a candidate does not identify his / her individual role, mark to a maximum of **3** marks

(d) Describe any problem that arose when setting up your enterprise/mini-company and explain how you solved that problem. (6 marks)

Award **ex 3** marks description of problem

Award **ex 3** marks explanation of how it was solved

(e) Describe two things you learned about yourself from your involvement in the enterprise. (6 marks)

Two **ex 3** marks each

Candidates must develop answer for full marks

OR

4. Examine the advertisement below and answer the questions that follow.

Buy One . . . Get One Tree

So we're pretty proud of our new project. It's called Buy One Get One Tree. You buy one carton of innocent smoothie and you get one tree planted for you. For free.

Each one litre carton comes with a unique code and once you enter it online, we will plant a tree in rural India on your behalf. Local communities will receive an income for 10 years for looking after the trees, and also receive training on sustainable agriculture. The trees will help to maintain healthy soil, reduce water run off and protect crops. So what's not to like? Find out more about this fine project on our website www.innocentdrinks.ie/tree

(a) What product is being advertised in this advertisement? (3 marks)

Award **3** marks Innocent smoothie

Award **2** marks smoothie

(b) Who is the target audience for this advertisement? Explain your answer.
(5 marks)

Award **2** marks Identification of target audience

Award **3** marks explanation of answer

(c) Why do you think the advertisers used the caption 'Buy OneGet One Tree'?
Explain your answer. (8 marks)

Award **ex 8** marks

Candidates must develop answer to merit full marks

(d) Describe two benefits to the communities in India when you buy this product.
(6 marks)

Award **ex 3** marks for each benefit described

(e) Do you think this is an effective advertisement? Explain your answer. (8 marks)

Answer may agree or disagree

Award **1** mark Yes / No

Award **ex 7** marks for one fully developed point **or** award **ex 4** marks + 3 marks for two points

Answer may refer to:

Use of colour, Use of photograph, Use of language, Layout of advertisement, Use of website, etc.,

Section 3

Answer question 5 or 6

5. Examine the article and illustration below adapted from one of the daily newspapers and answer the questions that follow:

New JNRS figures show ‘Irish Times’ with 318,000 readership

Ciarán Hancock

Business Affairs Correspondent

Figures published today show that The Irish Times had an average daily readership of 318,000 between July 2006 and June of this year. The Irish Independent had a readership of 590,000 over the same period, according to figures published by the Joint National Readership Survey. The figures show that 9.2 per cent of adults read The Irish Times. The Irish Times is also more popular in Dublin where it had 170,000 readers compared with 152,000 for the Irish Independent. More than 3.1 million people, or 89.5 per cent of adults, read some newspaper during the week, according to the latest figures.

(a) Name the writer of the article. (1 mark)

Award **1** mark Ciarán Hancock

(b) How many people read the *Sunday Independent*? (1 mark)

Award **1** mark 1,041,000

(c) Look at the picture with the article:

(i) Name **two** tabloids in the picture (4 marks)

Two tabloids @ **2** marks each

Any **two** of the following:

Evening Herald, Irish Daily Star, The Irish Sun, Irish Daily Mirror.

(ii) Name **two** broadsheets in the picture (4 marks)

Two broadsheets @ **2** marks each

Any **two** of the following:

The Irish Times, Irish Examiner, Irish Independent

(d) Which newspaper do you think this article is taken from? Give reasons for your answer. (4 marks)

Award **1** mark Name of newspaper

Justification of answer award ex **3** marks

(e) Write a report on the differences between tabloid and broadsheet newspapers. You should use the following headings:

- Language
- Photographs
- Front page
- Stories

(16 marks)

Award ex **4** marks for answer under each of the headings

OR

6. Read the articles from the Xtra Vision Magazine and answer the questions that follow.

(a) What genre of film is Mr. Bean's Holiday? (2 marks)

Award **2** marks Comedy

(b) Name the director of Mr. Bean's Holiday? (2 marks)

Award **2** marks Steve Bendelack

(c) Explain the role of the director of a film. (5 marks)

Explanation Award ex **5** marks

Answer may refer to:

The person who directs the making of a film, guides the actors, guides the technical crew, controls a film's artistic and dramatic aspects, etc.,

(d) Do you think reading the Xtra Vision review of Mr. Bean's Holiday would encourage you to watch the film? Give **two** reasons why. (6 marks)

Yes / no award **1** mark

Justification award ex **3** marks and ex **2** marks

(e) Select a film that you have studied and write a review of that film for a local newspaper. (15 marks)

Award **3** marks for name of film

Award ex **12** marks for review

Answer may refer to the following:

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

Section 4

Answer question 7 or 8 or 9

7. Read the lyrics of the song “**You could be happy**” by Snow Patrol and answer the questions that follow.

YOU COULD BE HAPPY

You could be happy and I won't know
But you weren't happy the day I watched you go

And all the things that I wished I had not said
Are played in loops 'till it's madness in my head

Is it too late to remind you how we were
But not our last days of silence, screaming, blur.

Most of what I remember makes me sure
I should have stopped you from walking out the door

You could be happy, I hope you are
You made me happier than I'd been by far.

Somehow everything I own smells of you
And for the tiniest moment it's all not true

Do the things that you always wanted to
Without me there to hold you back, don't think, just do.

More than anything I want to see you, girl
Take a glorious bite out of the whole world.

(a) What is the theme of the song? (5 marks)

Award ex 5 marks

Answers may refer to:

Sense of regret, Sense of wishing his ex-girlfriend well, etc.

Any relevant well developed answer merits full marks

(b) Select an image that you like from the song and explain why you like it. (5 marks)

Award 2 marks selection of image

Award 3 marks Justification of selection

(c) What do you think is the meaning of the final two lines?

“More than anything I want to see you, girl

Take a glorious bite out of the whole world.” (5 marks)

Award ex 5 marks Explanation

(d) Select a song or poem that you have studied in the LCA course. Write an article for a magazine explaining why you liked that song or poem. (15 marks)

Award 3 marks name of song or poem

Award ex 12 marks Explanation of appeal

OR

8. Read the extract from the short story **“Without a Shirt”** by Paul Jennings and answer the questions that follow.

The Story

Mr Bush looked at the class. ‘Brian Bell,’ he said. ‘You can be the first one to give your history talk.’

My heart sank. I felt sick inside. I didn’t want to do it; I hated talking in front of the class. ‘Yes, Mr Bush without a shirt,’ I said. Sue Featherstone (daughter of the mayor) giggled. Slowly I walked out to the front of the class. I felt like death warmed up. My mouth was dry. ‘I am going to talk about my great great grandfather,’ I said. ‘He was a sailor. He brought supplies to Warrnambool in his boat without a shirt.’ Thirty pairs of eyes were looking at me. Sue Featherstone was grinning. ‘Why didn’t he wear a shirt?’ she asked. She knew the answer. She knew all right. She just wanted to hear me say it.

‘His name was Byron. People called him Old Ben Byron without a shirt’.
‘Why did they call him Old Ben Byron without a shirt?’ Sue asked with a smirk.
‘That’s a funny name.’

‘Don’t tease him’, said Mr Bush. ‘He is doing his best.’

She was a mean girl, that Sue Featherstone. Real mean. She knew I couldn’t help saying ‘without a shirt’. After I had finished saying something I always said ‘without a shirt’. All my life I had done it – I just couldn’t help it. Don’t ask me why. I don’t know why; I just couldn’t stop myself. I had been to dozens of doctors. None of them knew what caused it and none of them could cure me. I hated doing it. Everyone laughed. They thought I was a bit strange.

(a) How did Brian feel about talking in front of the class? (3 marks)

Award ex 3 marks

(b) Why does Brian feel like this? (4 marks)

Award ex 4 marks Explanation

(c) Do you think the teacher does enough to help Brian? Explain your answer.
(4 marks)

Yes / no award 1 mark

Justification of answer award 3 marks

(d) Describe the character of Sue Featherstone. (4 marks)

Award ex 4 marks Description of character

(e) Select a novel or short story you have studied. Write a review of the text to be placed on a web site that reviews books. (15 marks)

Award 3 marks Name of novel or short story

Award ex 12 marks

Answer may include:

Brief comment on what the novel or short story is about, comments on the setting of the chosen text, comments on the most interesting characters, etc.

OR

9. Read the extract from “**Blood Brothers**”, by Willy Russell and answer the questions that follow. In the play the three characters Edward, Linda and Mickey, have been friends for years. Edward is going away to university and in this scene he has come to say goodbye to Linda and Mickey.

Where’s Mickey?

He must be workin’ overtime.

Oh.

What’s wrong with you, misery?

(after a pause) I go away to university tomorrow.

Tomorrow! You didn’t say.

I know. I think I’ve been pretending that if I didn’t mention it the day would never come. I love it when we’re together, the three of us, don’t you?

Linda *Nods*.

Can I write to you?

Yeh . . .yeh, if you want.

Would Mickey mind?

Why should he?

Come on. . . because you're his girlfriend.

No, I'm not.

You are, Linda.

I'm not, he hasn't asked me.

(laughing) You mean he still hasn't?

(laughing) No.

But it's ridiculous.

I know. I hope for his sake he never has to ask me to marry him. He'll be a pensioner before he gets around to it.

(after a pause) He's mad. If I was Mickey I would have asked you years ago.

I know you would. Cos y' soft you are.

(singing) If I could stand inside his shoes I'd say, How can I compare thee to a summer's day

(speaking) Oh go away. . .

I'd take a page in all the papers, I'd announce it on the news

But I'm not

What?

Mickey.

Mickey enters

Mickey!

Hi-ya, Ed. Lind.

Where've y'been?

I had to do overtime. I hate that soddin' place.

Mickey. I'm going away tomorrow . . . to University.

What? Y' didn't say.

(a) Did Linda know that Edward was going away so soon? Explain your answer.

(3 marks)

Yes / No award **1** mark

Award **2** marks Justification of answer

(b) From reading the extract, do you think the friends are very close? Give one reason.

(4 marks)

Yes / No award **1** mark

Award **3** marks justification of answer

(c) Even though Edward and Mickey are friends, they have very different personalities. Give an example of one way in which they differ from each other.

(4 marks)

Award ex **4** marks Example of one difference between characters

(d) You are the director/producer of this scene. Select **two** of the following and write out how you would use each of them in directing/producing this scene. (4 marks)

- Costumes
- Set
- Lighting
- Make-up
- Music

Award **2** marks + **2** marks for each point

Answers must refer to the extract

(e) Select a play that you have studied or seen on stage and write a review of it. (15 marks)

Award **3** marks for name of play

Award ex **12** marks for review

Answer may refer to the following:

Brief comment on what the play is about, comments on setting, comments on characters, comments on actors' performances, use of props, use of lighting, your judgement of the play, etc.