



**Coimisiún na Scrúduithe Stáit  
State Examinations Commission**

*Leaving Certificate Applied 2007*

**English and Communication – Marking Scheme**

(160 marks)

**Wednesday 6 June 2007**

**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 one type of activity that is shown in the opening of the programme.  
(2 marks)

Any **one** of the following, award **2** marks:

Fishing, boating, kids playing with leaves, walking, horse riding, horse show, horse fair, horse in parade ring, selling fruit and vegetables, cows grazing, harvesting etc.

- 2.** Name one of the presenters of *Ear to the Ground*. (2 marks)

Award **2** marks for Helen Carroll **or** Maeve Dineen

- 3.** Why does one of the presenters say that the field she is standing in could be just as good as an oilfield? (6 marks)

Explanation mark ex **6**

Answers may refer

the potential to produce bioethanol from sugar beet, the potential that sugar beet offers etc.

- 4.** According to Mark Connors, how is the closing of the sugar factory going to affect farmers? (4 marks)

Any **one** of the following award marks ex **4**

Source of finance

Good crop from rotational point of view

- 5.** From looking at this clip, what kind of audience is this programme aimed at?  
Explain your answer. (4 marks)

Kind of audience **2** marks

Justification of answer **2** marks

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

**6.** From what the speakers say in this clip, name one of the benefits of producing fuel from sugar beet. (4 marks)

Statement of **one** benefit award **4** marks

Any **one** of the following:

Much needed outlet for farm produce

Environmentally we are reducing our greenhouse gases

Gives farmers an opportunity to produce energy crops

**7.** When Bernard Rice from *Teagasc* is talking, the camera focuses on the sugar factory. How do the shots of the factory suggest it is closed? (6 marks)

Two points @ **3** marks each

**8.** The final scene shows a picture of a tractor harvesting beet in the dark. Do you think this is a good shot for the end of the programme? Explain your answer. (6 marks)

Yes and / or no award **1** mark

Justification of answer award ex **5** marks

Answers may refer to a sense of the ending of an era for farmers, etc.

**9.** Name one type of camera shot used in the programme and give one example of the shot. (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, etc.

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

*Part Two-Written*

**(90 minutes, 120 marks)**

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

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

***Section 1***

***Answer question 1 or 2 or 3***

**1.**

(a) Explain two advantages of mobile phones. (4 marks)

**Two** advantages @ **2** marks each

(b) Explain two disadvantages of mobile phones. (4 marks)

**Two** disadvantages @ **2** marks each

(c) Imagine you have phoned a business asking them to send you an application form for a position they have advertised. You reach their answering machine and you are asked to leave a message after the beep. Write out what you would say. (10 marks)

Impression mark ex **10** marks

The message should be in appropriate register and tone  
Answer should refer to name, contact details, purpose of telephone call, etc.

(d) You have been asked to speak to the LCA class about good telephone technique/use. Write out three important points you would make to the students. (12 marks)

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

**OR**

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

**‘I used to be so shy, so nervous of speaking in front of others’**

“I wrote a piece about my mother last year and e-mailed it to *Sunday Miscellany*, recorded it in RTÉ down on the quay and it was broadcast the next Sunday. I’d never have done that before Toastmasters!”

Louise Lyons is a bright, bubbly girl, full of confidence. When she talks, it’s interesting. You listen. Yet it wasn’t always that way.

“I used to be so shy, so nervous of speaking in front of others. I even hated talking on the phone and I couldn’t use the voicemail to save my life! I was the real little mouse in the corner. Then I found out about Toastmasters at the adult education exhibition in the City Hall.”

She’d gone along with a friend, she says, to see what interesting courses were coming up, and decided to give it a trial run.

“They were so friendly and it was so much good crack that I stayed on.” And that decision really changed Louise’s life, she claims.

“These days if you don’t have a bit of confidence you’re doomed.”

“Whether it’s going for a job interview or simply expressing your point of view at a parent teacher meeting, the one who can get a confident message across is always the winner”, she says.

Toastmasters has been helping shy people achieve that confidence since 1924 and the Cork club celebrates its 40th anniversary this year. “And there’s nothing scary about starting off”, says Louise.

“At first you follow a basic manual, and the first speech you give is called the ice-breaker. After that, each speech brings in a different skill – body language, voice variation, humour, speaking with conviction – all the ways to make your speech memorable.”

(a) “Louise Lyons is a bright, bubbly girl, full of confidence.” Was she always like this? Explain your answer. (6 marks)

Yes and / no award **1** mark

Explanation of answer award ex **5** marks

(b) Where did she find out about Toastmasters? (2 marks)

Award **2** marks – Adult education exhibition in the City Hall

(c) According to Louise, why do you need confidence today? (10 marks)

Award ex **10** marks

(d) Louise says that Toastmasters teaches you the following skills:

– body language

– changing the tone of your voice

– humour

– speaking with certainty.

Select **two** of the above and explain how each could help you communicate better. (12 marks)

Award marks ex **6** for reference in answer to skill

“Skills” referred to must be developed, explained or clarified to merit full marks

**OR**

3. Read the article from the *Irish Examiner* and answer the questions that follow:

**Trisha sailing through life thanks to FÁS studies**

Recent FÁS graduate Trisha O’Sullivan serves with the Navy, but after a stint of working on the ship’s engines she developed an interest in the electrical side of things and applied for the FÁS apprenticeship scheme. “I was the only woman on the course,” she recalls. “But that was never a problem. Everyone was very supportive. It wouldn’t have happened 10 years ago, but things are changing”. “The course is hard work, but there’s a lot of support from instructors, and the Navy have backed me up all the way. They’ve put my name forward for a new FÁS Upskilling Programme. I was delighted when I found out that I had been chosen out of four applicants, especially when I realised that it takes place in Miami. I’m off there in January next year and I believe that a part of this course work will take place at NASA. Electronics are becoming increasingly important these days on ships and the experience I’ll get in America will be invaluable. This course has paid off big time for me. I’ve had to put the work in, but it will all be more than worth while.”

(a) Who does Trisha O'Sullivan work with? (2 marks)

Navy award **2** marks

(b) Why did Trisha apply for a FÁS apprenticeship scheme? (2 marks)

Developed an interest in the electrical side of things award **2** marks

(c) Where does the FÁS Upskilling Programme take place? (2 marks)

Miami award **2** marks

(d) Select **one** of your work experience placements and answer the following questions.

- (i) Describe how you prepared for your work experience placement.  
(12 marks)

Impression mark ex **12** or **3** ways candidate prepared for work placement ex **4** marks each

Answers may refer to one or more of the following:

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 etc.

- (ii) Describe **three** things you learned during your work experience placement.  
(12 marks)

Three ex **4** marks each

Candidates must develop answer for full marks

## *Section 2*

### *Answer question 4 or 5*

**4. (a)** Describe your position in the mini company/enterprise you were involved in. (6 marks)

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

If a candidate does not identify his / her individual role, mark to a maximum of **4** marks.

**(b)** Describe one problem that arose while you were involved in your mini company/enterprise. (4 marks)

Award **ex 4** marks Description of problem

**(c)** Explain how you solved or could have solved that problem. (4 marks)

Award **ex 4** marks How it was resolved or could have been

**(d)** Explain one thing you have learned from being involved in a mini company/enterprise. (6 marks)

Explanation award **ex 6** marks

**(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. Examine the advertisement for the Gardaí and answer the questions that follow.

What other career gives you so many options? You may not have heard about the far-reaching changes taking place in An Garda Síochána. It is an exciting time to join Ireland's national police service-whether as a Garda Trainee or as one of the very first members of the new Garda Reserve. Serving in An Garda Síochána requires the kind of professionalism that will help us achieve our goal of a safer Ireland for everyone. Now everyone can get ahead in the Gardaí. Applicants from all communities welcome.

**Garda Trainee**

You must be aged between 18 and 35 and meet minimum education and health requirements. Fluency in English or Irish required.

**Garda Reserve**

You must be aged between 18 and 60 and be willing to give 4 hours per week to the service of your community. Fluency in English or Irish required

**Information on all career opportunities with An Garda Síochána can be found at [www.garda.ie](http://www.garda.ie) Applicants for Garda Trainee should apply at [www.publicjobs.ie](http://www.publicjobs.ie)  
Closing date for applications is 19 September 2006**

(a) What age must you be if you want to join the Gardai? (2 marks)

Award **2** marks Between 18 and 35

(b) What age must you be if you want to join the Garda Reserve? (2 marks)

Award **2** marks Between 18 and 60

(c) What is the goal/aim of the Garda Síochana? (5 marks)

Award **5** marks Safer Ireland for everyone

(d) What is the closing date for applications to become a Garda Trainee? (2 marks)

Award **2** marks 19<sup>th</sup> September 2006.

(e) “Applicants from all communities welcome”. Why do you think this statement is placed in the advertisement? (4 marks)

Explanation mark ex **4** marks

Any relevant comment is acceptable

(f) Do you think this is an effective advertisement? Give **three** reasons. (15 marks)

Answer may agree or disagree

Three reasons @ **5** marks each

Use of colour in advertisement, Use of photographs of headgear, Use of language, Layout of advertisement, etc.

### *Section 3*

#### *Answer question 6 or 7*

6. Read the article adapted from the *Irish Independent* and answer the questions that follow.

#### **Battle Stations**

Newstalk 106 has gone national and is fighting with RTÉ for listeners. Four months ago the Dublin local radio station Newstalk 106 was awarded a licence to go national and challenge RTÉ for listeners all over the country. Talk Radio does not come cheap and at that time investors had ploughed €14 million into Newstalk. Meanwhile, RTÉ 1 had money from advertising and the licence fee.

Yesterday morning Newstalk 106 kicked off its first day as a National Radio Station 30 minutes ahead of RTÉ's "Morning Ireland" at 06.30am. The first programme was The Breakfast Show hosted by Claire Byrne and Ger Gilroy. The station brought on some of its 'big names' e.g. George Hook, John Giles and Liam Brady.

Communications Minister Noel Dempsey dropped in to wish the station well.

(a) Name the radio station that is hoping to take listeners from RTÉ Radio. (2 marks)

Award **2** marks Newstalk 106

(b) How does RTÉ radio make its money? (2 marks)

Two ways @ **1** mark each

Advertising  
Licence Fee

(c) Do you think 'Battle Stations' is a good headline for this article? Give a reason for your answer. (6 marks)

Yes / no award **1** mark

Justification award ex **5** marks

(d) The article states that the station brought on some of its 'big names'. How would celebrities help a radio station attract listeners? (6 marks)

**Two** ways @ **3** marks each or **one** well developed way ex **6** marks

Any relevant comment is acceptable here

(e) Imagine you are a host on 'The Breakfast Show'. You are interviewing your favourite celebrity. Write out **three** questions you would ask him/her and **three** answers he/she might give. (14 marks)

**Three** questions @ **2** marks each

**Three** answers @ **2** marks each

Layout / structure of interview **2** marks

Questions and answers should bear relevance to the life and / or work of the celebrity

**OR**

7. Read the review of the film '**Happy Feet**' and answer the questions that follow.

**Happy Feet**

'Happy Feet' is written and directed by George Miller. Miller is also the director of the 'Babe' movies, the films about a cute pig. 'Happy Feet' tells the story of the penguin Mumble. The film is set in the South Pole, where two emperor penguins, Norma Jean (voiced by Nicole Kidman) and Memphis (voiced by Hugh Jackman) fall in love and baby Mumble is born. But while every other penguin finds its 'heartsong' and practises its singing, Mumble is only good at tap-dancing.

The other penguins are not happy about this and Mumble has no friends. Mumble leaves home to find himself and to find out why all the fish have gone from the sea. As with his other films, Miller's camera work is beautiful. He presents some flying/falling sequences with an unusual 'bird's-eye-view' technique, as if the camera was tied around the neck of the penguin. Miller uses old pop songs for the film which will appeal to adults as well as children.

(a) Name the director of 'Happy Feet'. (2 marks)

Award **2** marks George Miller

(b) What other film did he direct? (2 marks)

Award **2** marks Babe

(c) Where is the film set? (2 marks)

Award **2** marks South Pole

(d) Outline the plot of the film in your own words. (6 marks)

Impression mark ex **6** marks

(e) Do you think this is a good film review? Explain your answer. (6 marks)

Yes or no award **1** mark

Explanation ex **5** marks

Candidates must refer to the review to develop or support their point of view

(f) Write a review of a film you have seen. (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.

#### Section 4

Answer question 8 or 9

8. Examine the flyer for the play “*The Year of the Hiker*” and answer the questions that follow.

For the latest news on Druid productions visit [www.druidtheatre.com](http://www.druidtheatre.com)

#### **THE YEAR OF THE HIKER**

**John B Keane**

directed by **Garry Hynes**

**WHAT HAPPENS** when a man, without a word or gesture, walks out on his wife and family? And what happens when that same man, twenty years later, walks back? Following on from its recent international success with Druid *Synge*, Druid returns with the company’s critically acclaimed production of the John B Keane classic *The Year of the Hiker* featuring a stellar Irish cast.

Written in 1964, *The Year of the Hiker* marked a significant departure for Keane. Set in the sixties and shot through with yearning and regret for lost love, *Hiker* contains some of Keane’s most lyrical and tender writing.

This production, the last in the Druid Keane Trilogy, follows Druid’s awarded-winning productions of *Sive* (2002) and *Sharon’s Grave* (2003). Not to be missed.

*‘The theatrical coupling of John B Keane and  
Druid...has yielded extraordinary riches’*

The Irish Examiner

*‘Nothing short of a gift...with exquisite ensemble  
performances from a stellar cast’*

The Irish Independent

*‘An absorbing and truly electrifying experience’*

The Sunday Times

Druid gratefully acknowledges the assistance of Galway

City Council and Galway County Council

**Siamsa Tíra Theatre & Arts Centre, Tralee Wed 1 – Sat 4 Nov**

**Preview Tue 31 Oct**

**Cork Opera House Mon 6 – Sat 11 Nov**

**Glór, Ennis Mon 13 – Sat 18 Nov**

**An Grianán Theatre, Letterkenny Mon 20 – Sat 25 Nov**

**Pavillion Theatre, Dun Laoghaire Mon 27 Nov – Sat 2 Dec**

**Backstage Theatre, Longford Mon 4-Wed 6 Dec**

**Riverbank Arts Centre, Newbridge Fri 9 & Sat 10 Dec**

**Matinee Sat 10 Dec 3pm**

**Dunamais Arts Centre, Portlaoise Mon 11 – Sat 16 Dec**

(a) Who is the director of the play? (2 marks)

Award **2** marks Garry Hynes

(b) When will “*The Year of the Hiker*” be performed in Portlaoise? (2 marks)

Award **2** marks Monday 11<sup>th</sup> – Saturday 16<sup>th</sup> December

(c) Briefly describe the plot of the play. (6 marks)

Award ex **6** marks Description of plot

(d) The black and white photograph shows a man walking up a narrow road towards a church and some houses. In your opinion does the photograph suit the plot described in the advertisement? (6 marks)

Yes / no award **1** mark

Justification of answer **5** marks

(e) You have been asked to write a flyer/leaflet for a play **or** novel **or** short story that you have studied. The text for your flyer/leaflet should include **each** of the following: (14 marks)

- What the play or novel or short story is about.
- The most interesting character in the chosen text.
- The setting of your chosen text.

Award mark ex **4** What the play or novel or short story is about.

Award mark ex **4** The most interesting character in the chosen text.

Award mark ex **4** The setting of your chosen text

Layout / structure of flyer / leaflet ex **2** marks

9. Read the poem *'Let No One Steal Your Dreams'* by Paul Cookson and answer the questions that follow it.

(a) In your opinion, what is the poet saying in the line "Your only limit is the sky"? (6 marks)

Award ex **6** Explanation

(b) Select your favourite line from the poem. Give **two** reasons why you like it. (6 marks)

Selection of line award **2** marks

Justification two reasons **2** marks + **2** marks

(c) This poem is in a book of poetry for young people. Do you think it is a poem that young people would like? Give **two** reasons why. (6 marks)

Yes / no award **1** mark

Justification **3** marks + **2** marks

(d) Select a poem **or** song you have studied that you think young people would like. Write a report for a school magazine explaining why young people would like this poem **or** song. (12 marks)

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

Explanation of appeal mark ex **10**

*Let No One Steal Your Dreams*

Let no one steal your dreams  
Let no one tear apart  
The burning of ambition  
That fires the drive inside your heart.  
Let no one steal your dreams  
Let no one tell you that you can't  
Let no one hold you back  
Let no one tell you that you won't.  
Set your sights and keep them fixed  
Set your sights on high  
Let no one steal your dreams  
Your only limit is the sky.  
Let no one steal your dreams  
Follow your heart  
Follow your soul  
For only when you follow them  
Will you feel truly whole.  
Set your sights and keep them fixed  
Set your sights on high  
Let no one steal your dreams  
Your only limit is the sky.