



# Coimisiún na Scrúduithe Stáit State Examinations Commission

*Leaving Certificate Applied 2010*

## English and Communication (160 marks)

**Wednesday, 9 June 2010**

**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>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 <b>Total</b> box on the script.	

## Part One - Audio Visual

**(30 minutes, 40 marks)**

- ☐ You will have TWO minutes to read the NINE questions in Part 1.
- ☐ You will be shown a DVD sequence from the television series HIGHER GROUND.
- ☐ You will see the sequence THREE times.
- ☐ The first showing will be of the entire sequence.
- ☐ The DVD sequence will then be shown in TWO clips. After each clip you will be given time to write your answers in the answer booklet.
- ☐ The entire sequence will then be shown again.

**This page may be used for notes**

[illegible]

ANSWER ALL QUESTIONS

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

1. Identify **TWO** facts about Jill Fitzgerald that you learned from the introduction to the television programme *Higher Ground*. (4 marks)


2. Name **ONE** of the mentors who will advise Jill. (2 marks)

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3. What **TWO** products does Jill sell? (4 marks)


4. Do you think that **Cake-Toppers** is a good name for Jill's company? Explain your answer. (4 marks)


5. From watching this clip, do you think that there is a market for Jill's produce? Explain your answer. (6 marks)


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

**6.** Why do you think the mentors focus on improving Jill’s website? (4 marks)


**7.** According to the owner of hairybaby.com, what is different about selling a product on-line and selling a product in a shop on the High Street? (4 marks)


8. List **TWO** things Jill says she learned from her visit to Daragh Murphy's hairybaby.com business?  
(6 marks)


9. Based on what you have seen do you think Jill Fitzgerald will be a successful entrepreneur?  
Give **TWO** reasons. (6 marks)


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

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

## Section 1: Communications and The Working World

Answer question 1 or 2

1. Read the advertisement below and answer the following questions.

**Sales assistant wanted for busy sports shop.  
Experience would be an advantage.**

**Please send a C.V. and cover letter to;**

**Alpha Sports, Market St, Limerick**

- (a) Write a letter of application for the job advertised above.

(15 marks)










**OR**

2. (a) Name **ONE** of your Leaving Certificate Applied Work Experience placements.  
Give a detailed description of **TWO** of your duties during your work placement.

(5 marks)


- (b) Do you think confidentiality is important in the workplace? Explain your answer.

(4 marks)


- (c) Do you think your Leaving Certificate Applied Work Experience has helped you to prepare for the world of work? Give **TWO** reasons for your answer.

(6 marks)



- (d) Imagine you have been asked to speak to a group of Leaving Certificate Applied students who are going on their first Work Experience placement. Write out the talk you would give including **THREE** pieces of advice about Work Experience. (15 marks)

[illegible]

Section 2: Communications and Enterprise

Answer question 3 or 4 or 5

3. (a) Describe your role in your Leaving Certificate Applied mini-company/enterprise. (6 marks)


(b) i) Describe one challenge that your mini-company/enterprise experienced. (3 marks)


ii) Explain how your company/enterprise dealt with that challenge. (3 marks)


- (c) Advertising is a very important aspect of business. Describe what your mini-company/enterprise did to advertise your product, service or event. (6 marks)


- (d) Explain the following terms from your Communications and Enterprise course: (12 marks)

<b>AGENDA –</b>
<b>MINUTES –</b>
<b>A.O.B. –</b>

OR

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

# Help stop the flu from spreading!

**Catch it!**



**Always cough or sneeze into a tissue**

**Bin it!**



**Always throw the used tissue in a bin**

**Kill it!**



**Always wash hands with soap and hot water**

**Follow these 3 steps and help stop the flu from spreading!**

**Symptoms include:**

- Runny nose
- Fever
- Chills
- Sore throat
- Headache and body aches
- Cough

Further information is available on  
**[www.hse.ie](http://www.hse.ie) or [www.dohc.ie](http://www.dohc.ie)**

Flu Information Line

**Freephone 1800 94 11 00**



(a) What is the message of this advertisement?

(2 marks)


(b) i) List **TWO** sources of further information about flu mentioned in the advertisement.

(3 marks)


ii) Suggest **ONE** place the above advertisement might appear. Explain why you think it might appear there.

(3 marks)


(c) Do you think this is an effective advertisement? Give **TWO** reasons for your answer.

(8 marks)


- (d) Design an advertisement for your Leaving Certificate Applied mini-company/enterprise.  
You may decide to describe the advertisement in words and/or to use an illustration.

(14 marks)



OR

5. Read the article below, adapted from [www.prlog.org](http://www.prlog.org), and answer the questions that follow.

### "Jedward - Ireland's Next Entrepreneurs?"

John and Edward are young twin brothers from Ireland, who over the last two months have really taken the UK Singing contest, The X Factor, by storm.

Coached by their manager, Louis Walsh, the two go out on stage every week, and give it their best, jumping, dancing and singing. Their slot is always near the end because the producers know that everyone wants to see them.

Every week, despite doing what Cheryl Cole always kindly calls an "entertaining" performance,



they get universally slated by the other judges, and some of the crowd even boo them - which is ridiculous.

What is important is that they stand up there and take it, and for the most part seem totally unbothered. They're there to have fun, and if they were voted out you just know it wouldn't be the end of their world - not like some of the others.

What is clear is that whether or not Jedward win the X Factor, they could just very well represent and lead the next wave of Irish entrepreneurs who are ready to give it a shot, to succeed, and to have another go if they don't.

What is obvious from the brothers' performances is that they aren't so wrapped up in what people think of them that they're scared to do something different. They really don't seem to mind that much what people think - and for any budding entrepreneur this is critical.

Ably managed by Louis Walsh, they know that each week they remain on the show they are building priceless public recognition for "brand Jedward".

- (a) According to the article, why did Jedward perform near the end of each episode of the X Factor TV show? (3 marks)


- (b) From what you have read above, why are Jedward good examples for Irish entrepreneurs? (6 marks)


- (c) Explain the following terms from your Communications and Enterprise course: (9 marks)

<b>PRESS RELEASE –</b>
<b>TARGET AUDIENCE –</b>
<b>STEREOTYPING –</b>

- (12 marks)

[illegible]

## Section 3 : The Communications Media

### Answer question 6 or 7

6. Read the article below, adapted from [www.independent.ie](http://www.independent.ie), and answer the questions that follow.

#### Internet news overtakes printed papers for US readers

For the first time ever, Americans are more likely to turn to the internet for news rather than printed newspapers or the radio, recent research has revealed.

Most of those surveyed said they turned to multiple sources for news – about 46% used up to six different news sources a day. The number of people going online for news has overtaken users of newspapers and radio and is fast catching up with TV. The most common online news sources were portals such as AOL and Google, which are visited by more than half of online news users a day.



Half of those surveyed said they read the news in a local newspaper and 17% said they read a national newspaper such as the *New York Times* or *USA Today*. This compares with 61% of people who searched the internet for their news. About 54% said they listened to a radio news programme at home or in the car. The most popular news sources were local TV stations, counting for 78%, followed by 73% who watched the news on a national network such as CNN or Fox News.

“Americans' relationship with news is changing dramatically”, the report said. “Traditional news organisations are still very important to their consumers but technology has changed every aspect of the relationship between news producers and the people who consume news.”

- (a) i) According to the article, what percentage of people sourced their news from the internet? (2 marks)


- ii) According to the article what was the most popular source of news? (2 marks)


(b) What is the main point of this article?

(5 marks)


(c) i) List four sources of news mentioned in this article.

(4 marks)


ii) Explain what a provincial newspaper is and give **ONE** example.

(5 marks)




7. Read the article below, adapted from the *Irish Times HEALTHplus* supplement, about Daragh Murphy and his *Hairy Baby Clothing Company*. Then answer the questions that follow.



Having worked for a number of years as a DJ and also with an audio-visual company, Daragh Murphy finally felt the time was right to develop his business idea.

Tired of the usual Irish-themed clothing with shamrocks and leprechauns, Daragh decided to design his own range of T-shirts. He named his company the *Hairy Baby Clothing Company*, named after his famous head of hair as a baby. He sells T-shirts with humorous Irish slogans. Slogans featured on the T-shirts include; “Suckin’ Diesel” and “I’m a Savage for Bacon and Cabbage”!

Daragh says, “We really have a unique way of talking in Ireland and some of the phrases we use are very funny. The T-shirts give people a chance to wear their Irishness across their chests and to celebrate our unique sense of humour.”

The company has expanded its product range to include hoodies, aprons and shopping bags. To save money it was decided to sell products only on-line. By 2008 Daragh had managed to develop a business employing six people and with a healthy turnover of €500,000.

Daragh maintains that much of his success is due to offering an unusual, quality product. He also believes that the year he took to research fabrics, printing methods and T-shirt design before beginning production was an important factor in achieving success. On setting up his own business he says, “I now work longer and harder than I ever did before. There’s great satisfaction in watching your idea succeed and develop – as long as you are not afraid of hard work”.

- (a) i) By 2008, how many people did Daragh employ? (2 marks)


- ii) Where did the company name, *Hairy Baby Clothing Company*, come from? (2 marks)


- (b) Why did Daragh Murphy decide to sell T-shirts with humorous Irish slogans?  
Give **TWO** reasons (5 marks)


- (c) i) From what you have read about Daragh Murphy above, give **ONE** reason why you think he is successful in business. (4 marks)


- ii) Give **ONE** reason why you think the *Hairy Baby Clothing Company* products are so popular. (5 marks)




- (d) Write an article for a local newspaper about **ONE** of the following:

- a business person you admire
- a person who impressed you while on your work experience
- a person who does voluntary work in your community.

(12 marks)

[illegible]

## Section 4: Critical Literacy and Composition

### Answer question 8 or 9

8. Read the lyrics of the song *You Are Not Alone* by the band **REM** and answer the questions that follow.

When the day is long and the night, the night is yours alone,  
When you're sure you've had enough of this life, well hang on  
Don't let yourself go, 'cause everybody cries and everybody hurts  
sometimes

Sometimes everything is wrong. Now it's time to sing along  
When your day is night alone, (hold on, hold on)  
If you feel like letting go, (hold on)  
When you think you've had too much of this life, well hang on

'Cause everybody hurts. Take comfort in your friends  
Everybody hurts. Don't throw your hand. Oh, no. Don't throw your  
hand

If you feel like you're alone, no, no, no, you are not alone



If you're on your own in this life, the days and nights are long,  
When you think you've had too much of this life to hang on

Well, everybody hurts sometimes,  
Everybody cries. And everybody hurts sometimes  
And everybody hurts sometimes. So, hold on, hold on  
Hold on, hold on, hold on, hold on, hold on, hold on  
Everybody hurts. You are not alone

- (a) What do you think the theme of this song is? Explain your answer. (5 marks)


- (b) Write out your favorite line from this song. Explain your choice. (5 marks)


- (c) This song was recently re-released as a charity fund-raiser for earthquake victims in Haiti. Do you think this song was a good choice for that purpose? Explain your answer. (6 marks)




## OR

9. Read the article below, adapted from [www.brownbagfilms.com](http://www.brownbagfilms.com) and answer the questions that follow.

### SECOND ACADEMY AWARD NOMINATION FOR IRELAND'S BROWN BAG FILMS

Award-winning Irish animation studio, Brown Bag Films, secured its second Academy Award nomination in 8 years with its short animated film, *Granny O'Grimm's Sleeping Beauty*. Brown Bag Films was previously nominated in 2002 for the short film, *Give Up Yer Aul Sins*.

The six-minute film of *Granny O'Grimm's Sleeping Beauty* tells the story of a seemingly sweet old lady who terrifies her little granddaughter at bedtime with her dark version of the Sleeping Beauty fairytale.



*Granny O'Grimm's Sleeping Beauty* was one of five nominations in its category. It was up against well-known animation studios such as Pixar – who made *Up* and *Toy Story* – and Aardman, who make *Wallace & Gromit* and *Shaun the Sheep*. Unfortunately, *Granny O'Grimm's Sleeping Beauty* was not successful in this year's Oscars, losing out to the French film, *Logorama*.

Nevertheless, the publicity surrounding the Oscar nomination has helped spread the word about this highly entertaining film. Already over 70,000 people have watched *Granny O'Grimm's Sleeping Beauty* via the internet. Her hairstyle was recently compared to Jedward's by the Irish media and she was described as 'One to Watch in 2010' by the Irish Times.

- (a) i) Name the first film for which Brown Bag Films received an Oscar nomination.

(3 marks)


- ii) On what well-known fairy tale is *Granny O'Grimm* based?

(2 marks)


- (b) Name **TWO** other animation/film companies, mentioned in the article, also nominated for Academy Awards in 2010?

(5 marks)



(c) From what you read in the article, what did Brown Bag Films gain from their Oscar nomination? (6 marks)


(d) Name a film or drama that you have studied. Write a review of the film or drama for a local newspaper. (14 marks)



[illegible]



[illegible]

[illegible]

[illegible]

[illegible]

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