

Leaving Certificate Applied 2016

English and Communication

(160 marks)

Wednesday, 8th June 2016 Morning 9.45am to 11.45am

General	Directions	
1. Write y	your EXAMINATION NUMBER in this space:	
2. WRIT	E ALL ANSWERS INTO THIS ANSWER BOOK.	For the Superintendent only
THERE A	RE TWO PARTS IN THIS EXAMINATION	Centre Stamp
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.	

For the Examiner only	
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 Total box on the script.	

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

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 an edited sequence from an episode of *The Local Eye**, an RTÉ series about local newspapers in Ireland. You will see the sequence THREE times. The first showing will be of the entire sequence. The DVD sequence will 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

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ANSWER ALL QUESTIONS

After the <u>first clip</u> you will have time to answer questions 1 to 5.

1.	According to the voice-over, how many people read a local newspaper, in print or online, every		
	week?		(1 mark)
2.	Name the local newspaper from Clare that features in the clip.		(1 mark)
3.	Identify two things <i>The Mayo News</i> team did to make their April Fools' Day sto their readers.		eing for (4 marks)
4.	Describe the various reactions of the online readers to the joke played by <i>The Mo</i>	ayo News.	(4 marks)

	reason for the decline in the popularity of printed newspapers.	(4 marks)
fte	er the <u>second clip</u> you will have time to answer questions 6 to 9.	
	Outline the work reporter Ciara Galvin does at <i>The Mayo News</i> .	(6 marks
	Outilité lile Work réporter Clara Garvin does at The Mayo News.	(o marke
	Outline two skills you think reporters like Ciara Galvin require in order to carry out their	
		(6 mark

8.	Who do you think is the target audience for local newspapers online? Explain your answer. (6 marks)
9.	Based on the clips from <i>The Local Eye</i> , what do you find most interesting about local newspapers? Explain your answer. (8 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 piece below, adapted from an article by Kate Cowan that appeared on theguardian.com. Answer the questions that follow.

Top Tips on Writing a Successful CV

When it comes to applying for a new job, your CV is the ticket to secure an interview and hopefully, a job. Read the following tips to help you get started in creating a successful CV.

Get the basics right – These include: personal and contact information; education and qualifications; work history and or experience; relevant skills to the job in question; your own interests, achievements or hobbies; and some references.



Presentation is key – A successful CV is always carefully and clearly presented, and printed on clean, white paper. The layout should always be well-structured and CVs should never be crumpled or folded. Stick to no more than two pages of A4 paper. A good CV is clear and concise.

Tailor your CV – When you've established what the job you are applying for involves, create a CV specifically for that job. Any CV you send to a potential employer should be tailored to that particular job. Don't be lazy and hope that a general CV will work because it won't. Employers want to know why you would be a good choice to fill the specific job on offer.

Making the most of your skills – Under the skills section of your CV mention key skills that can help you to stand out from the crowd. These could include: communication skills; organisational skills; computer skills; team working and problem solving. Highlight the things that show off skills you've gained and employers look for. Describe any examples of positions of responsibility, working in a team or anything that shows that you can use your own initiative. Include anything that shows how diverse, interested and skilled you are. Make yourself sound really interesting.

Include references – References should be from someone who has employed you in the past and can vouch for your skills and experience. They can also be from a teacher or a principal from your school. Try to include two if you can.

(a)	(i)	Give one point, made by the writer, about how best to present a CV.	(2 marks)

(ii) Based on the article above, give one reason why you should tailor your CV for every job application. (2 m	o arks)
(iii) Based on the article, give one reason why it is important to highlight your skills in a CV (2 ma	irks)
(b) Explain why references are important in a CV. Give two reasons in your answer. (6 m	arks)

(c)	Imagine you are being interviewed for a place on a further education course. Outline two ways in which you would prepare for this interview. (6 marks)
(d)	You have been asked to write a report on your progress from the time you acquired your first work experience placement to when you completed your final work experience placement. Your report should include the following:
•	A list of your work experience placements An outline of your key duties
•	Two skills or qualities you developed during your work experience placements How you have progressed and benefitted from these work placements. (12 marks)
My	work experience placements – list your work placements and outline your key duties

Two skills or qualities I developed during my work experience placements
How I have progressed and benefitted from these work placements

2. Read the following passage, adapted from the website, irishtimes.com. Answer the questions that follow.

There are many wonderful things about our digital age — ipods, Skype, Facebook all helping us to share information and make friends with new people all over the world. They enable us to contact our loved ones in an emergency. And, of course, there's e-mail. But there are things from the predigital age that we didn't really appreciate until they were under threat.

Things like being uncontactable, but free, the minute you left your house. Or wondering about things instead of being able to satisfy the slightest curiosity with a Google search. We can't stop technological progress, and generally that's a good thing. But that doesn't mean that we can't continue to cherish the things that were big parts of people's lives in the pre-digital age. Here are two of them.

Charlie Connelly on Phone Books

Thanks to Facebook and Twitter, it sometimes feels like the digital age has eroded our sense of privacy. But we shouldn't forget that for years, most households listed their landline phone numbers and addresses publicly in phone books. Author, Charlie Connelly has very fond memories of phone books. "The arrival of a new phone book caused excitement. There was something really satisfying about reading your own number in this book."



The phone book was also entertaining. Connelly and his cousin Alex would entertain themselves by finding funny names in it.

Anna Carey on Letters

When I first encountered e-mail as a student, it seemed like a godsend. Instant communication! No waiting! What was not to love? But over the years I've realised that although e-mail and the internet has enriched my life in countless ways, I miss some of the things it left behind. Like letters. No e-mail, no matter how funny or charming, will ever make me laugh as much as the time I received a very long and entertaining letter from my friend Miriam. She sent it in a giant envelope that she had made herself out of a Bon Jovi poster. I have a large box full of letters sent by friends



during my teens and college years, but most of the e-mails I've received since are either buried in an inbox or lost forever.

(a)	(i)	Outline two advantages of our digital age, mentioned in the article above.	(2 marks)

(ii) Explain why Charlie Connelly found the phone book entertaining.

(2 marks)

		1,7
	(iii) Outline one disadvantage Anna Carey finds with e-mails. (2	marks)
(b)	Describe one way in which you improved your communication skills during your Leaving Certificate Applied course. (6	ó marks)
(c)	Written communication is important in both our personal and working lives. Outline two r why you might decide to write a letter instead of making a phone call when applying for a (6)	reasons job. 6 marks)

- (d) You have been asked by the Principal of your school to speak to a group of students about the importance of different kinds of communication skills in the workplace. Write out the talk you would deliver to the students using the following headings:
 - The importance of good listening skills in the workplace
 - The importance of good written communication skills in the workplace
 - The importance of good verbal and non-verbal communication skills in the workplace.

s)

	(12 marks
The importance of good listening skills in the workplace	
The importance of good written communication skills in the workplace	

The importance of good verbal and non-verbal communication skills in the workplace

Section 2 Communications and Enterprise Begins on Page 14

Section 2 Communications and Enterprise Answer question 3 or 4

3. Read the following press release, taken from the website localenterprise ie about Ireland's Best Young Entrepreneur Competition. Answer the questions that follow.

Your Local Enterprise Office is looking for Ireland's Best Young Entrepreneur.

What is it?

Ireland's Best Young Entrepreneur is open to anybody between 18 and 30 with an idea for a start-up or existing business. It doesn't matter what you want to do, all that matters is that you have a good business idea that works. The aim of Ireland's Best Young Entrepreneur initiative is to support a culture of entrepreneurship among young people in Ireland, to promote entrepreneurship as a career choice, and to encourage Ireland's young people to set up new businesses which will ultimately create jobs.



Philip Martin, who won an award for his Blanco Niño tortillas and tortilla chips.

Where do I fit in?

The first stage is a county-based competition, organised through the Local Enterprise Offices, leading to the naming of the Best Young Entrepreneur in each county. This will be followed by eight regional finals, with one young business-person being crowned Ireland's Best Young Entrepreneur at the national finals in Google's European HQ in Dublin. Up to 50,000 euro will be awarded to three winners in each county. The winners at national level can then receive up to an additional 50,000 euro. Over 400 young entrepreneurs will also win places at regional Business Bootcamps with mentoring supports, to further develop their business skills.

Categories:

Best Business Idea Best Start-Up Business Best Established Busines	SS
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So how do I apply?

Applying is simple. You can apply online at www.localenterprise.ie or www.ibye.ie or by searching #IBYE on social media and YouTube.

(a)	(1) Explain what you think the term START-UP BUSINESS means.	(2 marks)
	(ii) List two of the categories in the competition.	(2 marks)
		_
	(iii) Explain the term ENTREPRENEUR in your own words.	(2 marks)
(h)	Do you think running a competition like this is a good way to encourage young ne	onle to get
(b)	Do you think running a competition like this is a good way to encourage young pe involved in business? Give two reasons for your answer.	opie to get (6 marks)
-		

(c) Imagine you are a judge in Ireland's Best Young Entrepreneur Competition. Describe two qualities or skills that you feel a candidate needs to show in order to be successful in this c	
(d) As you learned from studying the enterprise module of your course, running a large busine requires people to act in various managerial positions such as:	SS
General ManagerProduction Manager	
- Finance Manager	
Sales ManagerPersonnel Manager.	
r ersonner ivianager.	
• Which of the above managerial positions would you most like to hold in a business?	
 Describe what this type of manager does in a business Outline the most important skill or quality you think is needed to be successful in this role 	
	marks)
Which of the above managerial positions would you most like to hold in a business?	
which of the above managerial positions would you most like to hold in a business:	
Describe what this type of manager does in a business	
Describe what this type of manager abes in a business	

Outline the most important skill or quality you think is needed to be successful in this role
Explain why you would like to hold this position

4. (a)	Describe your role in the mini-company/enterprise organised by your LCA class. (6 marks)
(b)	Identify two skills you learned from your involvement in your mini-company/enterprise and explain how you could further develop these skills. (6 marks)

(c) Outline at least one way in which the skills you learned could help you to secure a job. (6 marks)
(d) Your Leaving Certificate Applied class has recently won a competition for Ireland's best school mini-company/enterprise. You have been asked to give a speech at the prize-giving ceremony. Write out the speech you would make.
Include the following in your speech:
 Greetings and opening remarks The name of the mini-company/enterprise
 Describe what the mini-company/enterprise did Explain why you believe your mini-company/enterprise was a worthy winner in the competition. (12 marks)
Greetings and opening remarks
Name the mini-company/enterprise
Describe what the mini-company/enterprise did

Explain why you believe your mini-c	company/enterprise was a worthy winner in the competition
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Section 3 The Communications Media Begins on Page 21

Section 3

The Communications Media

Answer question 5 or 6

5. Read the following piece, adapted from independent.ie, on the growing success of the television programme, *Mrs Brown's Boys*. Answer the questions that follow.



The TV series *Mrs Brown's Boys* has picked up yet another prize at the National Television Awards in the UK, for most popular comedy programme. The show's success has been phenomenal since it first arrived on the small screen in 2011, becoming a constant presence at the top of the TV ratings in Ireland and the UK. The Christmas Special broadcast was the most watched show in both countries, pulling in 700,000 viewers in Ireland and a whopping 7.6m in the UK. *Mrs Brown's Boys, D'Movie* was the biggest selling film in Ireland, making more than 3.8 million Euro.

So what is the secret of its success? If TV executives could pin it down they'd bottle it. They can't. It's not easy to define what makes *Mrs Brown's Boys* so compelling. With the exception of Brendan O'Carroll and Eilish O'Carroll, there's a notable lack of anything resembling acting skills amongst the cast. The fact that the cast is clearly aware of their limitations is charming. Watching them struggle to deliver lines without cracking up at the silliness of what they have to say, or O'Carroll's hilarious jokes, is half the appeal of the show. Mrs Brown herself, Brendan O'Carroll, has a face which just makes you want to laugh.

Mrs Brown's Boys has broad appeal, there are many families who will sit around the TV and watch it together. It's as funny to 13-year-old boys as it is to women of 72. Some of the jokes go over younger kids' heads but there's enough silliness and slapstick to keep them entertained. For adults it's an easy way to switch the brain off for half an hour, and maybe even chuckle.

Filming before a live studio audience, with the nervy, unpredictable O'Carroll at the centre of the action, gives the show a vibrant energy. The fact the characters are played by people in a real-life family just adds to the sense of fun.

(a)	(i)	Identify the genre of the television programme, Mrs Brown's Boys.	(2 marks)
	(ii)	Based on the above text, give two reasons for the success of Mrs Brown's Boys.	(2 marks)

	(iii) According to the above article, who is the target audience for <i>Mrs Brown's Boys</i> ?	(2 marks)
(b)	Mrs Brown's Boys is filmed in front of a live studio audience rather than in an empty s In your opinion, why might the actors like or not like performing in front of a live audience	
		(*)
(c)	Much of the action in <i>Mrs Brown's Boys</i> is set in Mrs Brown's house. Name a TV series think has an interesting setting. Describe the setting and explain what makes it interesting.	

Choose one of your favourite television programmes and answer the following qu	estions.
N.B. You may <u>not</u> use <i>Mrs Brown's Boys</i> in your answer.	
 Name your chosen programme Identify the genre of the programme Write a description of one memorable character from the programme Explain why this character does or does not appeal to you. 	(12 marks
Name your chosen programme and identify its genre	
Write a description of one memorable character from the programme	
Explain why this character does or does not appeal to you	

Many popular television programmes feature at least one memorable character.

(d)

OR

6. Read the following piece based on articles from bbc.com and *The Sunday Times*. Answer the questions that follow.

YouTube, the video-sharing site owned by Google, announced in 2013 that it had passed one billion regular users. The site was launched in California by three former PayPal employees, Chad Hurley, Steve Chen and Jawed Karim. The first video uploaded was by co-founder Jawed Karim and was titled, *Me at the Zoo*.

Announcing the milestone on its blog, the site said a growth in smartphones had helped boost the numbers visiting the site every month. YouTube was launched in 2005 and bought by Google in 2006. Google paid 1.76 billion dollars for the site, which at the time had an estimated 30-40 million users worldwide. YouTube's popularity provides Google with a valuable channel through which to sell advertising, alongside its core search business.

With one billion monthly users, it poses a challenge to Facebook as the internet's largest social network. "Nearly one out of every two people on the Internet visits You Tube," the company said in its statement. It was keen to stress the business potential of such a large audience. "Tens of thousands of partners have created channels that have found and built businesses for passionate, engaged audiences. Advertisers have taken



notice," it said, saying that the top 100 brands listed by trade magazine *Advertising Age* were now running campaigns on YouTube. Last year a survey revealed 8 of the 10 most popular celebrities in the USA are YouTube based creators.

Recently YouTube has launched YouTube:Red. This new venture is a monthly paid-for-service, giving viewers the chance to watch videos free of advertising; to download and see them offline; and to play them when other apps are open, which is useful for music and lectures such as TED talks. This service offers a lot of components that will be really important in the next generation of video viewing – like on-demand viewing and the ability for it to be both social and global.

(a)	(i)	Identify two of the founders of YouTube.	(2 marks)
	(ii)	Based on your reading of the above article, give two reasons why YouTube was an company for Google to buy.	attractive (2 marks)
	(iii)	Explain the term ON-DEMAND VIEWING in your own words.	(2 marks)
	(111)	Explain the term of V DEWHAD VIE WHAO IN your own words.	(2 marks)
	(b)	Give two reasons why many people prefer on-demand viewing rather than watching scheduled TV programmes.	g (6 marks)

(c)	Give two reasons why a company might choose to advertise on a social media site rather than on a more traditional medium such as radio or television. (6 marks)
(d)	Your school's mini-company/enterprise has decided to launch an advertising campaign to promote its product or service. You have been asked to organise the advertising campaign. Write the presentation you would give to the mini-company/enterprise members in which you discuss some of the different communication media options to be considered.
	Your presentation should cover the following:
	 The advantages and disadvantages of advertising your product or service on any two of the communications media listed below: local newspapers local radio social media
	• State which of the options above you would recommend to the mini-company/enterprise members and give reasons for your recommendation. (12 marks)
Cho	ose one form of communications media from the list above
Out	ine the advantages/disadvantages of advertising your product or service on this form of media

C1 41 A	e	10 0 41 30 4 3		
Choose another fo	orm of communications me	dia from the list ab	oove	
Dutline the advan	ntages/disadvantages of adv	ertising your produ	uct or service on this fo	orm of media
dentify which on	e of your two chosen option	ns vou would recom	nmend to the	
mini-company/en	terprise members			
Give reasons for y	your recommendation			

Section 4 Critical Literacy and Composition Begins on Page 28

Section 4 Critical Literacy and Composition

Answer question 7 or 8

7. Read the following poem written by B.J. Lewis, a soldier who served in Basra, Iraq in 2008. The poem can be found on the website warpoetry.co.uk.

The Mask

Get a grip! I'm expected to succeed, face fear, be strong, and take the lead, not hesitate in thought or deed.

My mask must never slip.

Man up! And keep my thoughts inside
No one can know how much I cried
When the rockets came and the fear arrived.
My mask must never slip.

Crack on! There's no time to reflect
Or admit that I did genuflect
And prayed to God, me to protect.
My mask must never slip.

Chin up! Worry not 'bout how I feel Never let them know how surreal it was. Dark thoughts I can't reveal. My mask must never slip.



(a)	Do you think <i>The Mask</i> is a good title for this poem? Give one reason for your answer.	(6 marks)

(b)	Based on your reading of the poem, what type of person do you think the poet/soldier your answer with reference to the poem.	r is? Explain (6 marks)
	<u> </u>	
_		
		
·		
- -		
(c)	Does anything said by the poet in the above poem surprise you? Explain your answer.	r. (6 marks)
(0)	Does anything said by the poet in the above poem surprise jour. 2017-100-100-100-100-100-100-100-100-100-	. (0 111141-1-2)
		_
<u> </u>		
<u></u>		
(d)	The above poem deals with the poet's feelings about his experiences as a soldier in In	Iran
(-,	 Name a poem or popular song that you have studied which deals with the poets songwriter's feelings about an experience he or she had. 	•
	N.B. You may <u>not</u> use the poem, <i>The Mask</i> , which appears on this paper.	
	• Outline the experience the poet or songwriter records in the poem or song	
	 Describe his or her feelings about that experience. Support your answer by q the poem or song. 	quoting from (12 mark
	Name a poem or popular song that you have studied which deals with the poet's or songwriter's feelings about an experience he or she had	r
	songwriter's leenings about an experience ne or suc nau	
Out	tline the experience the poet or songwriter records in the poem or song	
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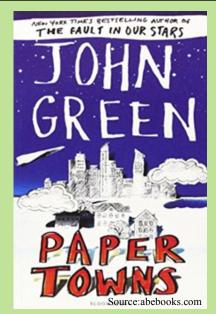
Describe his or her feelings about that experience

8. Read the following edited extract, adapted from John Green's novel *Paper Towns*. Answer the questions that follow.

The longest day of my life began slowly. I woke up late, took too long in the shower, and ended up having to enjoy my breakfast in the passenger seat of my mom's minivan at 7.17am that Wednesday morning.

I usually got a ride to High School with my best friend, Ben Starling, but Ben had gone to school on time. Mom turned into school, and I held the mostly empty bowl with both hands as we drove over a speed bump. I glanced over at the senior parking lot. Margo Roth Spiegelman's silver Honda was parked in its usual spot. Mom pulled the minivan into a culde-sac outside the band room and kissed me on the cheek. I could see Ben and my other friends standing in a semi-circle.

Ben started outlining plans for finding a date, but I was only half listening, because through the thickening mass of humanity crowding the hallway, I could see Margo Roth Spiegelman.



She was next to her locker, standing beside her boyfriend, Jase. She wore a white skirt to her knees and a blue print top. I could see her collarbone. She was laughing at something hysterical – her shoulders bent forward, her big eyes crinkling at their corners, her mouth open wide. But it didn't seem to be anything Jase had said, because she was looking away from him, across the hallway to a bank of lockers. I followed her eyes and saw Becca Arrington draped all over some baseball player like she was an ornament and he a Christmas tree. I smiled at Margo, even though I knew she couldn't see me.

As we walked, I kept taking glances at her through the crowd, quick snapshots. As I got closer, I thought maybe she wasn't laughing after all. Maybe she'd received a surprise or a gift or something. "Yeah," I said to Ben, still trying to see as much of her as I could without being too obvious. It wasn't even that she was so pretty. She was just so awesome, and in the literal sense. And then we were too far past her, too many people walking between her and me, and I never even got close enough to hear her speak or understand whatever the hilarious surprise had been. Ben shook his head, because he had seen me see her a thousand times, and he was used to it.

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(a)	Outline what you learn about Margo Roth Spiegelman from reading the above extract.	(o marks)

(b)	How do we know that Ben likes Margo? Support your answer with information from	n the extract (6 marks)
(c)	Based on your reading of the extract, do you think the story is set in Ireland or America reasons for your answer.	? Give two (6 marks)
(d)	Write a review of a novel or short story you have studied which you enjoyed. Include following in your review:	the
•		
•		(12 marks)
Title		
Hue		

Brief outline of what the novel/short story is about	
Give two reasons why you enjoyed the novel or short story	

This additional page may be used for extended answers.

This additional page may be used for extended answers.

Use the tick boxes to check that you have completed all the required sections of the examination.

Part 1 Audio-Visual	All of the questions 1 – 9	
Section 1 Communications and the Working World	Question 1 or Question 2	
Section 2 Communications and Enterprise	Question 3 or Question 4	
Section 3 The Communications Media	Question 5 or Question 6	
Section 4 Critical Literacy and Composition	Question 7 or Question 8	