

ANSWER ALL QUESTIONS

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

1. Name the presenter of the programme, *What's happening to Television?* (2 marks)

2. List **three** ways in which people can access television in Ireland today. (3 marks)

3. Identify your preferred way of watching television. Explain your choice. (3 marks)

4. Would you miss access to your mobile phone or the Internet more than you would miss access to television? Explain your answer. (4 marks)

5. Compare your media experiences with those of the teenagers shown in the clip. (8 marks)

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

6. Based on what Jill McGrath has to say in the clip, fill in the missing figures in the following sentences. (2 marks)
- (i) On average, people in Ireland watch _____ hours of television every day.
- (ii) _____% of television programmes viewed in Ireland are broadcast live.

7. Identify which **one** of the following programmes you would prefer to watch as a live broadcast: The Nine O’Clock News; an episode of your favourite soap opera; an All-Ireland hurling final; The Voice of Ireland; your favourite chat show. Explain your answer. (6 marks)

8. Based on evidence from the clip, explain why you think *The Voice of Ireland* is an expensive programme to produce. (4 marks)

9. Based on your viewing of the clip, explain the appeal of live television. (8 marks)

Section 2

Communications and Enterprise

Answer question 3 or 4

3. (a) Describe the student enterprise/mini-company organised by your Leaving Certificate Applied class. (4 marks)

- (b) (i) Outline your role in the enterprise/mini-company. (4 marks)

- (ii) Name and describe **one** other role in this enterprise/mini-company undertaken by another student in your Leaving Certificate Applied class. (4 marks)

