

TEACHERS COLLEGES OF JAMAICA

BACHELOR OF EDUCATION

MAY 2018 EXAMINATIONS

COMMON PAPER

PHYSICAL EDUCATION

SPORT JOURNALISM

[PE410SEB]

YEAR 4

TIME: 3 HOURS

SECONDARY

INSTRUCTIONS: Answer ALL questions in Section A and any THREE questions in Section B.

DO NOT TURN PAGE UNTIL YOU ARE TOLD TO DO SO.

SECTION A – (20 marks)

Answer ALL questions.

- 1a. **Rewrite the following soft leads into hard leads.**

The London Stadium. Half Way Tree. Sherwood Content. It did not matter where Usain Bolt's last race was being watched from, the effect of the result and the deepening reality that the legendary sprinter had packed his bags and was closer to that final farewell, were felt in equal, miserable measure.

Inside a venue that had become symbolic with Bolt's confirmation as a sprinting icon at the 2012 Olympics, the agony was palpable as the Jamaican darted across the line in third place. The unthinkable had happened. Bolt was beaten by American rival Justin Gatlin.

(5 marks)

- 1b. With his one year ban for a whereabouts anti-doping rule violation drawing to a close, and although he has missed out on earning millions of dollars, Jamaica and West Indies cricketer Andre Russell said that he does not take pleasure in the termination of Jamaica Anti-Doping Commission (JADCO) Executive Director Carey Brown's contract.

(5 marks)

2. List FIVE of the six characteristics of news and explain their importance to writing/composing stories. **(5 marks)**
3. Identify and explain which of the following is the most recommended style of news writing:
A) Inverted Pyramid B) Diamond or C) Hour Glass **(5 marks)**

SECTION B

(30-Marks)

Answer any three questions

1. Write a news story from the press release below for publication in a daily newspaper. Include any additional information you would require to make the story complete.

(10 marks)

ST. MARY F.A MEDIA RELEASE

FOR IMMEDIATE RELEASE

Thursday, May 15, 2018

JP ST. MARY'S BRINGS A FRESH APPEAL TO THE ST. MARY FA MAJOR LEAGUE COMPETITION

St. Mary, Jamaica – The St. Mary Football Association in association with JP St. Mary's officially launched the St. Mary FA, JP St. Mary's Major League Competition and held the first match of the season at the Grays Inn Sports Complex, St. Mary today.

This year, JP St. Mary's has partnered with the FA as a title sponsor for the championship, in the form of \$800,000 which covers providing gears to all 8 teams and match officials, a cash prize of \$250,000 to be split amongst the 1st, 2nd, and 3rd place teams and product donation of JP St. Mary ripe bananas to each team on match days

Jamaica Producers will again open the doors of the Gray's Inn Sporting Complex for an eighth year to the FA to host matches at for free. "Also, for the past seven years, we have sponsored the local Gray's Inn Football Club by providing the team with all their gear, boots, match balls, and more. This team has become a part of the JP St. Mary's family," remarked Jodi-Ann Wright, JP St. Mary's Brand Manager.

Dr. Norman Dunn, Member of Parliament, South East St. Mary, agreed with the sentiments of the importance of football in positively impacting communities.

The launch of this year's season also included remarks from the President of the St. Mary Football Association, Mr. James Pearson, and other Members of Parliament in St. Mary, who only had positive expectations for the season and for the football team members.

The launch of the Championships came to a close with the first match of the season with the defending champions and home team. Star Cosmos took on the Enfield team for a game that was the perfect start to an incredible season. The rest of the season will see games from eight football teams and span the months of February and March, at various locations in the parish of St. Mary.

About JP St. Mary's JP Tropical Foods (JPTF), through its brand JP St. Mary's is the largest producer of high quality tropical foods in the island of Jamaica. As part of the Jamaica Producers Group, JPTF offers a range of products to provide naturally grown fresh from the farm ripe bananas, green bananas, pineapples, and coconuts; and a range of tropical snacks such as banana chips, plantain chips, cassava chips, and breadfruit chips.

2. Using the *characteristics* and *pillars* of news, analyze the following sports story in no less than 500 words (10 marks)

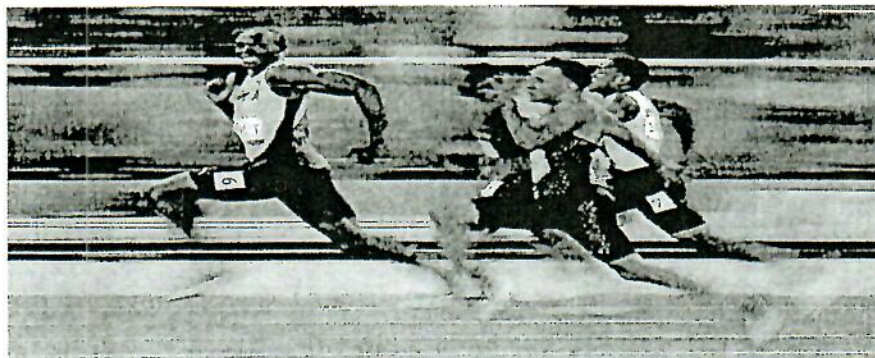
SPORTS NEWS

JUNE 8, 2017 / 9:46 AM / 9 MONTHS AGO

Bolt treasured by Jamaicans not only for his speed

Kayon Raynor

KINGSTON, Jamaica (Reuters) - Usain Bolt's value to Jamaica over the last decade has gone far beyond just winning medals on the track, the island's leading athletes and politicians said, as the sprint king prepares for his final race on home soil this week.



Usain Bolt of Jamaica smiles as he looks back at his competition, whilst winning the 100-meter semi-final sprint, at the 2016 Olympics in Rio de Janeiro, Brazil. REUTERS/Kai

The 30-year-old multiple Olympic gold medalist, who has decided to retire after the world championships in London in August, will bid farewell to the fans in his island home in the 100 meters at Saturday's Racers Grand Prix.

For Jamaicans he ranks as a national treasure, transcending his sport just as Brazilian Pele did soccer and Muhammad Ali boxing.

"Usain Bolt continues in that great tradition of voices that amplify Jamaica," Prime Minister Andrew Holness told Reuters in an interview at the Kingston National Stadium on Wednesday.

"Great personalities like Usain Bolt ... make people want to see what else Jamaica has to offer, so he literally opens doors for Jamaica to the rest of the world."

Before Bolt, Don Quarrie was one of Jamaica's best-known track and field athletes after he won gold in the 200 meters at the 1976 Olympics.

Quarrie said Bolt's impact was as much about his spirit as about his sporting feats.

"He brought so much joy to track and field, not just from his times, but from his personality, which at first people thought was a put-on, but they later realised that it was genuine and they loved it," Quarrie told Reuters.

"Everybody from every part of the world knows where Jamaica is right now (and) everyone knows who Usain Bolt is and it's not just because of his speed but because they're captivated by whom he is."

On Saturday Jamaicans will see Bolt run his last competitive race on the Caribbean island.

A 'who's who' of modern track greats, including world record holders Wayde Van Niekerk and David Rudisha and double Olympic and world champion Mo Farah, will be among those participating in the meet.

"He ends his competitive career this year, but he does not end the image, and the legacy of course, that Usain will leave." Jamaica Olympic Association president Mike Fennell told Reuters.

That legacy lies in his ability to inspire youngsters to take up the sport, said Warren Blake, Jamaica Athletics Administrative Association president.

“When he won the double sprint gold medals in Beijing 2008 and then added the sprint relay gold also in record time, it had an effect right across the spectrum in Jamaica because all the high schools reported that the number of athletes coming out to train to make their school teams for Boys and Girls Championship doubled.”

Maxine Walters, who has produced all of Bolt’s international commercials in Jamaica, said of the lanky sprinter:

“He’s an amazing treasure for Jamaica, not just as an amazingly successful sprinter and the fastest man in the world but as a human being with his contribution to his country.”

Twelve years of hard work have brought Bolt the level of supremacy and excellence he has achieved, Glen Mills, his coach since 2005, told Reuters.

“But all good things, one day, must come to an end and he has decided that this is it for him,” Mills said. “He has served the sport well and the sport has served him well and we’ll miss him.”

What he will do after retirement is a matter for conjecture but the prime minister said there was an open invitation for him to play a role in government.

“The possibilities for him are endless and I’d like to say to him that my door is always open and I have a seat for him anywhere he wants to serve,” Holness added.

“I would love to see him take interest in the sport itself from the leadership, governance and administrative point of view.”

Editing by Gene Cherry/Nick Mulvenney/Gareth Jones

3. **Using your journalistic knowledge, discuss the steps you would take to develop the following story. (10 marks)**

Just under two months before the football world cup kicks off in Russia, Jamaican born footballer Leon Bailey, who has scored 12 goals this season in the German Bundesliga seems on the verge of transferring allegiance to play for England. There is also talk that Bailey is also eligible to play for two other European nations Belgium and Malta. His manager Craig Butler, who operates the Phoenix Academy in Kingston, is yet to comment on the matter, which is the centre of debate on social media networks Twitter and Facebook. Bailey has only represented Jamaica at the Under-23 level and therefore would be eligible to play for other countries once he meets the requirement which also fall in line with the FIFA rules. In the past several players have transferred allegiance to Jamaica, particularly ahead of the 1998 World Cup in France.

You are a sports reporter with the Jamaica Observer and an unnamed source has told you that Bailey will definitely take up the England offer especially because the Jamaica Football Federation did not offer his agent Butler the position of technical director.

4. **Given the changing cultural dynamics and the widespread use of social media, such as Twitter and Facebook among others by journalists and the common man, analyze whether there is still a place for journalistic ethics. Use no more than 600 words. (10 marks)**

5. **Write a press release about the event outlined below. (10 marks)**

Jamaica Football Federation and the Jamaica Olympic Association today held a joint press conference regarding a partnership towards the 2020 Tokyo Olympics. President of the Jamaica Olympic Association Christopher Samuda revealed his organization will be assisting with the preparation of a National U21 Men's team for the 2020 Olympics in Tokyo. The three year training programme specially designed to select the top tier Under 21 players for the Olympic programme, will include local and international training camps and practice games. The eight million dollar support to be received will be used to cover costs associated with training camps and practice games including nutritional support, transportation, gears and match related costs. Players have been selected primarily from the Red Stripe Premier League clubs, the U18 Elite League, the All Manning and All DaCosta Cup teams. Preparations for this elite pool of fifty players will begin in May with players being rotated for training camps during the period. The squad, as part of the initial preparation, will play practice games island-wide against premier, zone and super league teams; in 2019 preparations will intensify with international training camps and games. The technical team that will guide the preparation of these players will be announced in the coming weeks.

END OF EXAMINATION

