







KEY SKILLS

COMMUNICATION

Level 3

Practice Test

Mark Scheme

Key Skills Communication Level 3 Regional Accents Final Mark Scheme

Part A Short Answer Questions

Q1 Using information from documents 2 and 3, identify two positive and two negative perceptions employers have of regional accents.

Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has read and selected relevant information from documents 2 and 3.	1 mark	1 mark
3.2.2	Candidate has identified two positive perceptions of regional accents eg a) certain regional accents appealing to customers eg telephone banking or marketable qualities (Doc 3) b) regional accents do not affect job recruitment or ability to do the job (Doc 3) c) employers' reactions to regional accents are a matter of individual preference (Doc 3) Accept any other valid points	1 mark per point (max 2 marks)	2 marks
	Candidate has identified two negative perceptions eg d) can give bad impression on telephone (Doc 2) e) considered an indication of low intelligence (Doc 2) f) not welcomed as part of a diverse workforce (Doc 2) g) associated with lower social class (Doc 2) Accept any other valid points	1 mark per point (max 2 marks)	2 marks

Q2

Using your own words, explain three of the reasons presented in document 1 for the growth in mixed accents. To what extent do the writers of document 2 and document 1 agree about the assumptions made about speakers with regional accents?

Criteria	Marking Guide	Marks	Max Marks
3.2.2	Candidate has explained relevant reasons from document 1 using own words e.g. a) increase in number of people moving to different areas during lifetime b) borders between towns and villages have merged through expansion c) regional accents more familiar/fashionable through media	1 mark per reason (max 3 marks)	3 marks
	Accept any other valid reasons.		
3.2.3	Candidate has considered the extent to which the writers of documents 1 and 2 agree about the assumptions made about speakers with regional accents. For example: both documents agree that some accents have class connotations and some are seen more positively than others. However, the documents disagree as to whether people should try to 'upgrade' their accents. Overall document 1 would appear to be more positive about regional accents than document 2	Up to 4 marks	4 marks
	Accept any other valid views.		
	Total for o	question	7 marks

Q3
Explain the main message communicated by the image and text in document 4. Consider the extent to which this would be a suitable image to illustrate document 3, referring to any three of the views expressed.

Criteria	Marking Guide	Marks	Max Marks
3.2.2	Candidate has explained a valid message from both the image and text in document 4 eg a) regional accents have different status which leads to superiority amongst speakers b) speakers of RP consider themselves superior to those with regional accents	1 mark	1 mark
	Accept any other valid message Candidate has referred to 3 views expressed in document 3 eg c) Clare Short – Brummie accent looked down on d) Roger Mc Gough – thought prejudice has died out e) Paul Coggle – RP disappearing altogether f) HSBC – northern accent more acceptable telephone voice g) Alan Smith – Brummie accent not acceptable on radio h) Alan Smith – Scottish accents work really well on the radio i) Michael Carroll – if you speak my way, you'll understand me better j) Tony Morris – thought accent would affect him getting into Oxford	1 mark per view (max 3 marks)	3 marks
3.2.3	Accept any other valid view Candidate has synthesised information from docs 3 and 4 to consider the extent to which doc 4 would be a suitable illustration for doc 3. For example: while Doc 4 suggests that a hierarchy of accents exists and leads to snobbery, views expressed in doc 3 suggest that RP is no longer as important as it was and that generally regional accents do not lead to discrimination or rudeness. Accept any other valid comment	Up to 2 marks	2 marks
	Total t	for question	6 marks

Q4
In your own words, assess to what extent the opinions about accents put forward by the author Beryl Bainbridge in document 2 are supported by documents 1 and 4.

Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has read and selected material from documents 1, 2 and 4.	1 mark	1 mark
3.2.2	Candidate has identified correctly the views of Beryl Bainbridge from document 2 eg a) regional accents sound stupid b) regional accents equate with not talking properly c) children with regional accents should be given elocution lessons d) people who speak with a regional accent are not taken seriously Accept any other valid view	1 mark per view (max 2 marks)	2 marks
3.2.3	Candidate has assessed and synthesised information from documents 1 and 4 using own words to describe how they support the views of Beryl Bainbridge using own words. For example: - RP still seen as most prestigious accent (Doc 4) and has historically been considered 'proper' English accent but is now losing importance as only spoken by a small minority (Doc 1) - Beryl Bainbridge's Scouse/ Liverpudlian accent is at the bottom of the regional accent hierarchy and therefore looked down on (Doc 4) - Regional accents much more acceptable and thought of more positively (Doc 1) whereas 'plummy' accents can lead to discrimination.	Up to 4 marks	4 marks
	Total for	question	7 marks

Part B Extended Answer Question

Q5

Using information from documents 1-4, write an article for a recruitment magazine informing both employers and job applicants how regional accents can affect:

- employment opportunities
- effective selection of job applicants.

The article should offer advice to both groups of readers on how to approach job interviews, bearing these issues in mind.

25 marks

Criteria	Marking Guide	Marks	Max Marks
3.3.1	Candidate has: • selected an appropriate form for presenting the information (minimum heading) • used an appropriate style and structure to add clarity to the text (eg sub-headings, paragraphs, bullet points) • used an appropriate tone consistently	1 mark 1 mark	3 marks
3.3.2	Candidate has:		
	 used own words in an effective manner to present relevant information used specialist vocabulary where appropriate for example: social class, discrimination, recruitment, hierarchy, statistics 	Up to 3 marks Up to 2 marks	
	demonstrated an understanding of the issues relating to the effect of regional accents on employment opportunities and applicant selection	Up to 3 marks	
	 presented a balanced explanation of how regional accents may (or may not) affect employment opportunities and effective selection, based on information from the documents 	Up to 3 marks	
	offered advice on how to approach job interviews with regard to accent, based on information from the documents	Up to 2 marks	13 marks

3.3.3	Band 1 The condidate spells, punctuates and uses grammer with	1-3 marks	
	The candidate spells, punctuates and uses grammar with reasonable accuracy e.g.	1-3 marks	
	de estilia e Cainala menda in constitucione		
	 the spelling of simple words is usually accurate full stops and capital letters are accurately used to 		
	demarcate sentences. Commas in lists are used accurately.		
	there may be some grammatical errors, e.g. confusion of pronouns, tense and some lack of cohesion.		
	Band 2		
	The candidate spells, punctuates and uses grammar with considerable accuracy e.g.	4-7 marks	
	the spelling of words with complex regular patterns is usually accurate		
	a range of punctuation including commas, apostrophes and inverted commas is used correctly including to mark sentences and clauses		
	the work is mostly grammatically accurate showing		
	that the candidate can construct complex sentences accurately, use pronouns so that their meaning is		
	clear, makes accurate subject/verb agreement and uses		
	tenses accurately and consistently, although there may be occasional errors of sentence separation.		
	Band 3		
	The candidate spells, punctuates and uses the rules of	8-9 marks	
	grammar with almost faultless accuracy e.g.		
	virtually all spelling, including that of irregular words		
	is usually correct. Any errors stand out as untypical or 'one-off' slips		
	punctuation is accurate and is used to vary pace, alorify magning avoid ambiguity and greate deliberate.		
	clarify meaning, avoid ambiguity and create deliberate effects		
	grammar is accurate and gives appropriate variation in		
	sentence structure.	tion	9 marks 25 marks
Total for question			45 marks