



General Certificate of Education
Advanced Subsidiary Examination
June 2015

Creative Writing

CREW1

Unit 1 Writing on Demand

Friday 22 May 2015 1.30 pm to 3.30 pm

For this paper you must have:

- an AQA 16-page answer book.

Time allowed

- 2 hours

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book.
The **Paper Reference** is CREW1.
- Answer **two** questions.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- There are 30 marks for each question.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Please read this advice carefully before you turn to the material.

Instructions

Answer **two** questions.

Planning

You are advised to spend **one hour** on each of the **two** questions you choose. It is recommended that, for **each** question, you spend around **15 minutes** reading, thinking and planning.

Answer **two** questions.

Question 1

0 1 *Hidden World* magazine publishes stories about real life ghostly and supernatural experiences. You have spoken over the phone to a reader who wishes to contribute a story. You now need to turn your notes from this conversation into a descriptive and interesting account of a supernatural event. *Hidden World* magazine requires these accounts to be written in the third person.

Write a 300 word account of Fiona's ghostly experience that will be published in *Hidden World* magazine.

[30 marks]

- Fiona, aged 47 now – story happened when she was 24.
- She was living alone in small, 2 bedroom Victorian terraced house.
- First time living alone but happy.
- Pet dog – large friendly labrador called Sally.
- Except dog would growl at bedroom door from time to time in middle of night, waking her up. Bit unsettling.
- Went on for few weeks on and off.
- Until night dog woke her up barking – not at door, but at bed. Fiona saw ghostly person standing next to bed leaning towards her. Cloudy, glowing light, hard to make out features. Terrified.
- Fiona jumped to other side of bed and figure faded away.
- Didn't see it again.
- Neighbour told her that elderly woman had died in house 10 years earlier but not found for 3 weeks. Fiona never felt comfortable in house after that.
- Fiona moved out 6 months later.

Turn over for the next question

Question 2

0 2 A monthly cultural interests magazine has a regular column called *The Things that Rule Our World* which presents different views on modern life by examining everyday items.

The magazine has asked you to write this month's 300 word column on the topic of social media. The magazine requires that you accompany your views with factual research. You have collected some information about social media, which is set out below. It is expected that you will include a range of factual details in your article, which you should select from the material below.

[30 marks]

Facebook

Facebook is an online social networking service which was founded on 4 February 2004 by Mark Zuckerberg with his university friends Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. They first limited the website's membership to Harvard students but it soon became available to other university students, then high-school students, and eventually to anyone who says they are aged 13 and over.

Users must register before using the site, after which they may create a personal profile, add other users as friends, exchange messages, and receive automatic notifications when they update their profile.

Additionally, users may join common-interest groups, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as 'People From Work' or 'Close Friends'.

As of September 2012, Facebook had over 1 billion active users, (of whom at least 9% are fake apparently). Facebook (as of 2012) has about 180 petabytes of data per year and grows by over half a petabyte every 24 hours. If Facebook were a country, its population would be the third biggest in the world. Facebook now pays successful hackers \$500, as long as the hackers in question have not accessed personal data and will give Facebook time to fix the loophole they have identified.

Facebook shares were first sold on 18 May 2012 and Facebook was valued at \$104 billion. At the end of January 2014, 1.23 billion users were active on the website every month, while on 31 December 2013, 945 million of this total were identified by the company as mobile users. It is believed that around 20% of all photos taken now end up on Facebook and a third of all divorce proceedings in 2011 contained the word Facebook.

Twitter

Founded by Jack Dorsey, who was inspired by listening to police reports constantly updating information about where they were and what they were doing. On 21 March 2006, @Jack sent the first tweet: "just setting up my twttr." Dom Sagolla (@Dom), in tweet 38, typed an astonishing prediction: "Oh, this is going to be addictive."

The definition of Twitter is 'a short burst of inconsequential information' and 'a series of chirps from birds', but people do argue about where the name came from initially.

Twitter has transformed political communication. Previously, political information was shared through select networks and sources, but the current world of social media and microblogging allows for both politicians and the general public to converse and share opinions.

About 1 billion tweets are sent every week, and the 2012 London Olympics inspired 150 million tweets over 16 days.

YouTube

More than 1 billion unique users visit YouTube each month. Over 6 billion hours of video are watched each month on YouTube – that's almost an hour for every person on Earth. 100 hours of video are uploaded to YouTube every minute. Millions of subscriptions happen each day.

Thousands of YouTube channels make more than £75 000 a year and there are more than 1 million advertisers using Google Ads on YouTube. YouTube is available on hundreds of millions of devices.

YouTube was founded in 2005 by Chad Hurley, Steve Chen and Jawed Karim, all of whom used to work for PayPal and live in San Francisco. Some people have claimed that YouTube was originally set up to share video of a dinner party – the files were too big to send between friends by email. However, this probably isn't true, and it has been said that this was a story to make the new invention seem accessible and fun. Chad Hurley has said that he was inspired to set up a clip-sharing website after the 2004 Indian Ocean tsunami – he wanted to find out what had happened and see images, but he found that it was hard to do with existing website applications.

The first YouTube video was called *Meet Me at the Zoo* and was, indeed, filmed at a zoo. You can still watch it on YouTube. You can charge people to watch a video on YouTube, but most of the content is free.

Other social media facts

- More people use smartphones in the UK than smoke.
- 1 in 5 couples worldwide met initially online.
- 25% of smartphone users say they cannot remember the last time their smartphones were not next to them.

Turn over for the next question

Question 3

0 3 A national newspaper runs a weekly column called *My Writing Hero*, in which contributors explain the ways that an established writer has had an influence on their own writing and maybe even their life in general.

The newspaper has asked you to submit a contribution. The following extracts give some examples of how other people have approached this task and demonstrate some different approaches. You do not have to refer to these in your submission.

Write a 300 word submission on your own writing hero.

[30 marks]

Lucy Ellman describing her writing hero, Fanny Trollope

The woman was undeniably brave, but what I like most about her is her curiosity. She talked to everybody and visited everything: mountains, cottages, waterfalls, schools, prisons, Viennese catacombs stuffed with corpses, and Congress, employing every means of travel then available (donkey, steamboat, raft, carriage). She also had an eye and ear for the telling detail.

Bryony Pearce describing her writing hero, Terry Pratchett

Terry Pratchett's Discworld novels are among the few that I can literally finish, then turn back to page one and start reading again, without a break. His work is filled with satire, humour and references to the sciences, literature, history, mathematics. His work derides homophobia, sexism, racism, war and idiots like me who try to put things in categories. Yet his characters too live with you, like old friends.

Mark Haddon describing his writing hero, Virginia Woolf

She is particularly good at describing what happens second by second in the mind, so that the reader says, repeatedly, *Yes, yes, that is precisely what it is like to think and feel*, that roller coaster swoop from plans for supper to the fear of dying, between childhood memories and the scent of the flowers in the hallway...

Question 4

0 4 An educational charity, *Living to Learn*, is carrying out a nationwide research project exploring people's experiences of education. It wants to learn more about the different experiences, good or bad, that people from all backgrounds have of schools, colleges and education in general.

Living to Learn has asked you to write 300 words describing your own experience of education. This will be published on their website as an example for other contributors to follow. You could describe several experiences or explore a specific part of your education but the piece should present your own feelings and attitudes. The charity expects you to respect the privacy of schools and teachers by changing any names that you use.

[30 marks]

END OF QUESTIONS

There are no questions printed on this page

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Question 3:

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Quotation from Mark Haddon – taken from 'Stop What You're Doing and Read This!' by Mark Haddon, Michael Rosen, Zadie Smith, Carmen Callil and Jeanette Winterson. Vintage, 2011

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