



## General Certificate of Education

# English Language 6701 *Specification A*

*EN16 Language Debates*

## Mark Scheme

*2006 examination – June series*

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

## EN46: Language Debates

### Distribution of Assessment Objectives and Weightings

The table below is a reminder of which Assessment Objectives will be tested by the questions and tasks completed by candidates and the marks available for them.

Assessment Objective		1	2	3ii	4	5ii	Total
<b>Section A: Data Analysis</b>	<b>1 (a)</b>	<b>10</b>		<b>5</b>			<b>40</b>
	<b>1 (b)</b>			<b>5</b>			
	<b>1 (c)</b>			<b>10</b>		<b>10</b>	
<b>Section B: Response in a Particular Form</b>	<b>2 (a)</b>		<b>15</b>		<b>20</b>		<b>40</b>
	<b>2 (b)</b>		<b>5</b>				

### Question 1

1 (a)

Award an AO3ii mark out of 5 to 1a.

Double tick up to 3 correct points in the body of the script. Use a single tick for partially correct points.

Place a ringed mark out of 5 in the right hand margin. Transfer to the front cover.

1 (b)

Award an AO3ii mark out of 5 to 1b.

Place a ringed mark out of 5 in the right hand margin. Transfer to the front cover.

1 (c)

Award an AO3 ii mark out of 10 to 1c. Place in the margin.

Award an AO5 ii mark out of 10 to 1c. Place in the margin.

Add these marks and ring total. Transfer to the front cover.

AO1

Write a note at the end of 1 (c) covering the quality of writing in 1 (a) 1 (b) and 1 (c). Put a ringed mark in the margin and transfer to the front cover as AO1.

**Question 2**

2 (a)

Award an AO2 mark out of 15 to 2a. Place in the margin.

Award an AO4 mark out of 20 to 2a. Place in the margin.

Add these marks and ring total. Transfer to the front cover.

2 (b)

Award an AO2 mark out of 5.

Ring and transfer to the front cover.

<b>1a</b>	<p><b>Assessment Focuses:</b> Application and exploration of Linguistic Frameworks for Analysis.</p> <p><b>Keywords:</b> Comment linguistically - <b>three</b> features – the female speakers’ – conversational style -<b>Text A.</b></p>
<b>Mark</b>	<p><b>AO3ii: Apply and explore frameworks for the systematic study of language at different levels, commenting on the usefulness of the approaches taken.</b></p>
<b>5</b>	<ul style="list-style-type: none"> <li>• <b>3 examples</b> described linguistically and accurately: e.g. interruption, feedback, back channel noise, hedges, 1<sup>st</sup> person singular, 1<sup>st</sup> person plural, 2<sup>nd</sup> person, adverb <i>personally</i>, agreement terms, questions, fillers/pauses, modals, adverb <i>surely</i>.</li> <li>• Clear focus on features of conversational styles.</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>• <b>2 examples</b> described linguistically and accurately: e.g. interruption, feedback, back channel noise, hedges, 1<sup>st</sup> person singular, 1<sup>st</sup> person plural, 2<sup>nd</sup> person, adverb <i>personally</i>, agreement terms, questions, fillers/pauses, modals, adverb <i>surely</i>.</li> <li>• Clear focus on features of conversational styles.</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• <b>1 example</b> discussed linguistically and accurately: e.g. interruption, feedback, back channel noise, hedges, 1<sup>st</sup> person singular, 1<sup>st</sup> person plural, 2<sup>nd</sup> person, adverb <i>personally</i>, agreement terms, questions, fillers/pauses, modals, adverb <i>surely</i>.</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• Discusses other examples of conversational style with partial accuracy of linguistic description.</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• <b>1 example</b> discussed linguistically and accurately: e.g. interruption, feedback, back channel noise, hedges, 1<sup>st</sup> person singular, 1<sup>st</sup> person plural, 2<sup>nd</sup> person, adverb <i>personally</i>, agreement terms, questions, fillers/pauses, modals, adverb <i>surely</i>.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Discusses <b>two examples</b> of conversational style with partial accuracy of linguistic description.</li> </ul>
<b>1</b>	<ul style="list-style-type: none"> <li>• Discusses <b>one example</b> of conversational style with partial accuracy of linguistic description.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Discusses several examples without linguistic description.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Discusses features with limited focus on conversational style.</li> </ul>
<b>0</b>	<ul style="list-style-type: none"> <li>• Minimal or no reference to the data.</li> <li>• Misunderstanding of data.</li> </ul>

<b>1b</b>	<p><b>Assessment Focuses:</b> Application and exploration of Linguistic Frameworks for Analysis.</p> <p><b>Keywords:</b> Methodology – investigation of – use of direct and indirect conversational styles by women and men.</p>
Mark	<b>AO3ii: Apply and explore frameworks for the systematic study of language at different levels, commenting on the usefulness of the approaches taken.</b>
5	<ul style="list-style-type: none"> <li>• Perceptive methodology/Evaluates methodology.</li> <li>• <i>Evaluates observer’s paradox, types of data collection (e.g. experimental, case study), validity, ethics.</i></li> <li>• <i>Has a clear overview/detailed aims/hypothesis driving methodology.</i></li> </ul>
4	<ul style="list-style-type: none"> <li>• Reflects on the purposes of a detailed methodology.</li> <li>• <i>Shows understanding of need to investigate different types of respondents and different situations.</i></li> <li>• <i>Discusses extra-linguistic variables.</i></li> </ul>
3	<ul style="list-style-type: none"> <li>• Explains a well focussed methodology.</li> <li>• <i>Explains some ideas underlying methodology.</i></li> <li>• <i>Shows some detail about the situation(s) in which data would be collected.</i></li> <li>• <i>Sets up clear comparative framework.</i></li> </ul>
2	<ul style="list-style-type: none"> <li>• Outlines approaches to data collection.</li> <li>• <i>Describes how spoken data would be gathered at a literal level.</i></li> </ul>
1	<ul style="list-style-type: none"> <li>• Shows awareness of the need to collect data.</li> </ul>
0	<ul style="list-style-type: none"> <li>• No awareness of need to collect data.</li> </ul>

<b>1c</b>	<p><b>Assessment Focuses:</b> Quality of expression –application of Linguistic Frameworks for Analysis – analysing and evaluating significant language features.</p> <p><b>Keywords:</b> Analyse and evaluate – how – Allan and Barbara Pease – present ideas and advice – ways – women and men use language – discuss how convincing – views about women’s and men’s use of language – <b>Text B.</b></p>		
Mark	<p><b>AO3ii: Apply and explore frameworks for the systematic study of spoken and written English at different levels, commenting on the usefulness of the approaches taken.</b></p>	Mark	<p><b>AO5ii: Analyse and evaluate variation in the meanings and forms of spoken and written language from different times according to context.</b></p>
9-10	<ul style="list-style-type: none"> <li>• Selects appropriate range of frameworks and applies in some depth.</li> <li>• Searching and confident linguistic analysis, using frameworks to enhance and illuminate understanding.</li> <li>• Clear and accurate description.</li> <li>• <i>Analyses sentence, clause and phrase structures.</i></li> <li>• <i>Integrates different levels of analysis.</i></li> <li>• <i>Characterises overall lexical style.</i></li> </ul>	9-10	<ul style="list-style-type: none"> <li>• Analytical grasp of how language works across different levels. Ability to place analysis in wider contexts.</li> <li>• Perceptive/conceptualised/illuminating/open-minded.</li> <li>• Interesting and judicious use of examples and quotation.</li> <li>• Evaluates appropriateness/success.</li> <li>• <i>Evaluates what the article says about interaction.</i></li> <li>• <i>Evaluates text’s representation of gender.</i></li> <li>• <i>Evaluates clarity, accessibility, universalising, polarising.</i></li> <li>• <i>Evaluates style/sentence structures.</i></li> </ul>
7-8	<ul style="list-style-type: none"> <li>• Selects and identifies a range of illuminating frameworks, showing understanding of their value.</li> <li>• Illuminating application of linguistic frameworks. Describes range of language features or patterns using lex-sem, gramm, phon frameworks.</li> <li>• Rare errors.</li> <li>• <i>Describes word classes in depth: verb tenses, aspect, modals, adverb types.</i></li> <li>• <i>Describes specific sentence types.</i></li> </ul>	7-8	<ul style="list-style-type: none"> <li>• Confident analysis of language features, their explanatory context and their communicative impact.</li> <li>• A subtle reading integrating various levels of description.</li> <li>• Exploration of texts’ meaning, purpose and effects.</li> <li>• Close reading and well-integrated quotation.</li> <li>• Evaluative comments are well supported.</li> <li>• <i>Explores text’s representations of women and men.</i></li> <li>• <i>Explores how text represents gender and interaction.</i></li> <li>• <i>Explores how text makes ideas personal and accessible.</i></li> <li>• <i>Evaluates some features of text’s approach and style.</i></li> </ul>

<p><b>5-6</b></p>	<ul style="list-style-type: none"> <li>• Selects and identifies some frameworks.</li> <li>• Consistent application of linguistic frameworks. Describes significant language features or patterns using lex-sem, gramm, phon frameworks.</li> <li>• Largely accurate.</li> <li>• <i>Describes sentence functions/moods.</i></li> <li>• <i>Describes word classes with links to meaning and context.</i></li> </ul>	<p><b>5-6</b></p>	<ul style="list-style-type: none"> <li>• Analyses meanings of a range of language features.</li> <li>• Clear and detailed understanding of context’s influence.</li> <li>• Engagement with texts’ communicative intent.</li> <li>• Fully supported.</li> <li>• Some evaluative comment tied to textual detail.</li> <li>• <i>Analyses effects of sentence functions/moods.</i></li> <li>• <i>Analyses how word classes present some ideas about interaction.</i></li> <li>• <i>Makes occasional evaluative comments on address.</i></li> </ul>
<p><b>4</b></p>	<ul style="list-style-type: none"> <li>• Selects and identifies a framework</li> <li>• Applies a linguistic framework. Describes relevant language features.</li> <li>• Uncertainty of description – some errors occur.</li> <li>• <i>Generalises about some relevant features without detail/ development - e.g. sentence types.</i></li> <li>• <i>Identifies linguistic jargon, pronouns, metaphors.</i></li> </ul>	<p><b>4</b></p>	<ul style="list-style-type: none"> <li>• Distinguishes some features of language variation.</li> <li>• Begins to analyse what text communicates.</li> <li>• Illustrated points.</li> <li>• Broadly evaluative.</li> <li>• <i>Comments on informational and instructional purposes.</i></li> <li>• <i>Distinguishes direct address/use of anecdote.</i></li> <li>• <i>Understands text’s view of interaction.</i></li> </ul>
<p><b>3</b></p>	<ul style="list-style-type: none"> <li>• Selects some relevant language features.</li> <li>• Attempts to apply frameworks for description.</li> <li>• Occasional accuracy of description.</li> <li>• <i>Focuses partially on language - dwells on content.</i></li> <li>• <i>Identifies fields, formality, complexity, graphology.</i></li> </ul>	<p><b>3</b></p>	<ul style="list-style-type: none"> <li>• Identifies some features of language variation.</li> <li>• Broad analysis of how context has influenced language use.</li> <li>• Some use of content: specific references/examples/quotation.</li> <li>• <i>Shows general understanding of fields and audience/purpose.</i></li> <li>• <i>Gives broad comments about accessibility for audience.</i></li> </ul>

<b>2</b>	<ul style="list-style-type: none"> <li>• Attempts to use frameworks but minimal accuracy achieved.</li> <li>• <i>Quotes without linguistic description.</i></li> <li>• <i>Labels unhelpful linguistic features with no sense of significance of chosen quotations.</i></li> </ul>	<b>2</b>	<ul style="list-style-type: none"> <li>• Simple/generalised/descriptive accounts of the content of texts and data. Paraphrase. Excessive quotation.</li> <li>• Superficial reactions to texts.</li> <li>• <i>Gives well selected but unanalysed quotations.</i></li> <li>• <i>Summarises/recounts the information in the extracts.</i></li> </ul>
<b>1</b>	<ul style="list-style-type: none"> <li>• Minimal engagement with language of the data extracts.</li> <li>• <i>Quotes/refers to language of the extracts rarely.</i></li> </ul>	<b>1</b>	<ul style="list-style-type: none"> <li>• Limited understanding. Major misunderstanding of mode/purpose/context/content/meaning.</li> <li>• <i>Rare quoting or reference to language of the extracts.</i></li> </ul>
<b>0</b>	<ul style="list-style-type: none"> <li>• No engagement with data extracts.</li> </ul>	<b>0</b>	<ul style="list-style-type: none"> <li>• Text has no influence on the work.</li> </ul>



<b>Q1 a b and c</b>	
<b>Mark</b>	<b>AO1: Communicate clearly the knowledge, understanding and insight appropriate to the study of language, using appropriate terminology and accurate and coherent written expression.</b>
<b>9-10</b>	<ul style="list-style-type: none"> <li>• Controlled use of technical aspects.</li> <li>• Precise and deft expression. Subtlety of effect.</li> <li>• Cogent, coherent and cohesive.</li> <li>• Linguistic flair.</li> </ul>
<b>7-8</b>	<ul style="list-style-type: none"> <li>• Rare errors.</li> <li>• Clear stylistic shaping.</li> <li>• Reader guided through structure.</li> <li>• Effective linguistic register.</li> </ul>
<b>6</b>	<ul style="list-style-type: none"> <li>• Firm control of accuracy.</li> <li>• Controlled expression of ideas.</li> <li>• Line of argument.</li> <li>• Controlled linguistic register.</li> </ul>
<b>5</b>	<ul style="list-style-type: none"> <li>• Infrequent technical errors.</li> <li>• Clear communication of ideas.</li> <li>• Simple list structure; introduction and conclusion present.</li> <li>• Definite if inconsistent linguistic register.</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>• Occasional technical errors.</li> <li>• Expression suitable for ideas.</li> <li>• Structure/organisation emerge.</li> <li>• Some control of linguistic register.</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Frequent errors.</li> <li>• Conveys basic ideas.</li> <li>• Scatter gun structure.</li> <li>• Occasional use of linguistic terms.</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Intrusive basic errors.</li> <li>• Simple expression - conveys basic points.</li> <li>• Short/incomplete work.</li> <li>• Misunderstanding of linguistic terms.</li> </ul>
<b>1</b>	<ul style="list-style-type: none"> <li>• Major flaws in language.</li> <li>• Communication impeded.</li> </ul>
<b>0</b>	<ul style="list-style-type: none"> <li>• Total irrelevance/Incomprehensible.</li> </ul>

<b>2a</b>	<p><b>Assessment Focuses:</b> Quality of expression – understand ideas about how women and men interact – deficit – dominance – difference – diversity – commands – directness.</p> <p><b>Key Words:</b> Radio script – 20 – 40 years old – explain and evaluate – different views – women and men interact in conversation – <b>Texts A, B, C and D</b> – own knowledge and research.</p>
<b>Mark</b>	<b>AO4: Understand, discuss and explore concepts and issues relating to language in use.</b>
<b>17-20</b>	<ul style="list-style-type: none"> <li>• Conceptualised overview of theories and research.</li> <li>• Analyses and evaluates alternative views.</li> <li>• Identifies and challenges standpoints.</li> <li>• Exploratory/original/evaluative approach.</li> <li>• <i>Evaluates deficit/dominance/difference views.</i></li> <li>• <i>Challenges ideas of difference/gender polarisation and dichotomies.</i></li> <li>• <i>Explores diversity, heterogeneity of women's and men's social identities.</i></li> <li>• <i>Explores ideas relevantly and interestingly for audience.</i></li> </ul>
<b>13-16</b>	<ul style="list-style-type: none"> <li>• Good knowledge about linguistic concepts, theories and research.</li> <li>• Identifies different views and interpretations.</li> <li>• Comments on others' ideas.</li> <li>• <i>Identifies and explains deficit/dominance/difference views.</i></li> <li>• <i>Explores different interpretations of female/male conversational behaviours.</i></li> <li>• <i>Explores ideas of power/competition vs. rapport/cooperation.</i></li> <li>• <i>Notes treatment of women and men as homogenous groups.</i></li> <li>• <i>Addresses ideas to audience situation.</i></li> </ul>
<b>11-12</b>	<ul style="list-style-type: none"> <li>• Depth or range of knowledge of linguistic ideas/concepts/research.</li> <li>• Develops views on linguistic issues.</li> <li>• <i>Develops a dominance or difference interpretation of female/male conversational behaviours.</i></li> <li>• <i>Explores the effects/significance of particular female/male conversational behaviours.</i></li> <li>• <i>Links issues to audience.</i></li> </ul>
<b>9-10</b>	<ul style="list-style-type: none"> <li>• Detailed knowledge of linguistic ideas, concepts and research.</li> <li>• Outlines views on linguistic issues.</li> <li>• <i>Makes detailed linguistic comments on the nature of female and male utterances.</i></li> <li>• <i>Makes some comments on the different styles of making directives/language behaviour.</i></li> <li>• <i>Some awareness of the context of discussion in a radio programme.</i></li> </ul>
<b>7-8</b>	<ul style="list-style-type: none"> <li>• Familiarity with linguistic ideas, concepts and research.</li> <li>• Makes sustained explanations.</li> <li>• <i>Gives sustained explanation of the features of female and male conversation.</i></li> <li>• <i>Makes occasional linguistic comments on the nature of female and male conversation.</i></li> <li>• <i>Communicates differences in language use.</i></li> </ul>
<b>5-6</b>	<ul style="list-style-type: none"> <li>• Awareness of linguistic ideas, concepts and research.</li> <li>• <i>Gives examples of what men and women say.</i></li> <li>• <i>Gives some limited linguistic comment on examples.</i></li> <li>• <i>Shows some awareness of linguistic research and concepts by name-dropping or undeveloped references.</i></li> <li>• <i>Relies on and repeats ideas of Text B.</i></li> </ul>

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<b>3-4</b>	<ul style="list-style-type: none"><li>• Anecdotal/descriptive with implicit relevance.</li><li>• <i>Makes a generalised discussion of male and female conversation with little linguistic comment/few examples.</i></li></ul>
<b>1-2</b>	<ul style="list-style-type: none"><li>• Little focus on linguistic issues.</li><li>• <i>Gives a general discussion of men's and women's behaviour with little focus on their language.</i></li></ul>
<b>0</b>	<ul style="list-style-type: none"><li>• No understanding of anything concerned with the study of language.</li></ul>

<b>2a</b>	<p><b>Assessment Focuses:</b> Quality of expression – understand ideas about how women and men interact – deficit – dominance – difference – diversity – commands – directness.</p> <p><b>Key Words:</b> Radio script – 20 – 40 years old – explain and evaluate – different views – women and men interact in conversation – <b>Texts A, B, C and D</b> – own knowledge and research.</p>	
<b>Mark</b>	<p><b>AO2: Demonstrate expertise and accuracy in writing for a variety of specific purposes and audiences, drawing on knowledge of linguistic features to explain and comment on choices made.</b></p>	
	<b>A Form</b>	<b>B Style</b>
<b>13-15</b>	<ul style="list-style-type: none"> <li>• Ability to use demanding forms effectively.</li> <li>• Original and innovative as appropriate.</li> <li>• <i>Produces a polished and impressive piece.</i></li> <li>• <i>Well shaped and structured tour of issues.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Flair, precision, deftness.</li> <li>• Controlled use of technical aspects.</li> <li>• <i>Uses vocabulary and syntax subtly to express arguments.</i></li> <li>• <i>Combines information and argument, with stylishness, wit and playfulness.</i></li> <li>• <i>Uses language to entertain as well as inform and argue.</i></li> </ul>
<b>10-12</b>	<ul style="list-style-type: none"> <li>• Skilful and knowledgeable use of forms.</li> <li>• Reader guided.</li> <li>• Some ability to innovate/take risks.</li> <li>• <i>Links arguments, topics and sections/speakers.</i></li> <li>• <i>Uses cohesion well.</i></li> <li>• <i>Concludes effectively.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Close attention to the communication of meaning. Judicious choices. Stylish. Texts that work.</li> <li>• Complexity and difficulty handled well.</li> <li>• Rare errors.</li> <li>• <i>Writes accessibly, controlling vocabulary and syntax.</i></li> <li>• <i>Able to argue well-documented viewpoints.</i></li> <li>• <i>Addresses the audience’s situation and interests.</i></li> <li>• <i>Directs content to audience’s concerns.</i></li> </ul>
<b>8-9</b>	<ul style="list-style-type: none"> <li>• Convincing control of form, paying attention to genre and needs of audience.</li> <li>• <i>Develops a line of thought.</i></li> <li>• <i>Clear opening and introduction.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Sustained use of register. Shaping at all levels.</li> <li>• Straightforward styles/registers used.</li> <li>• Firm control of accuracy.</li> <li>• <i>Addresses the audience effectively.</i></li> <li>• <i>Transforms/uses language effectively to inform.</i></li> </ul>
<b>6-7</b>	<ul style="list-style-type: none"> <li>• Competent handling of a form, showing knowledge of requirements and conventions.</li> <li>• <i>Develops and directs content.</i></li> <li>• <i>Pays attention to radio form: some variety of speaker.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Controlled and clear register employed. Some slips.</li> <li>• Infrequent technical errors.</li> <li>• <i>Works to transform linguistic ideas for audience.</i></li> <li>• <i>Takes some technical features or research for granted.</i></li> </ul>

<p><b>4-5</b></p> <p><b>3</b></p>	<ul style="list-style-type: none"> <li>• Clear structural elements.</li> <li>• Basic handling of a form. Simple forms.</li> <li>• <i>Clear topics used.</i></li> <li>• <i>Uses a single voice.</i></li> </ul> <ul style="list-style-type: none"> <li>• Awareness of textual structures/conventions – weak control of formal principles.</li> <li>• <i>Awareness of script form.</i></li> <li>• <i>Scripts unscriptable elements.</i></li> <li>• <i>Basic control and shaping of content.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Style shaped for audience/purpose.</li> <li>• Occasional errors.</li> <li>• <i>Uses some appropriate style for spoken language.</i></li> <li>• <i>Recognises need to deal with a linguistic register.</i></li> </ul> <ul style="list-style-type: none"> <li>• Style modified for audience and purpose.</li> <li>• Frequent errors.</li> <li>• <i>Shows some awareness of necessary style.</i></li> <li>• <i>Uses frequent overly academic elements.</i></li> <li>• <i>Uses features of unprepared speech.</i></li> </ul>
<p><b>2</b></p> <p><b>1</b></p> <p><b>0</b></p>	<ul style="list-style-type: none"> <li>• Simple organisational features.</li> <li>• Limited realisation of conventions.</li> <li>• <i>Essay like.</i></li> <li>• <i>Presents like a transcript.</i></li> </ul> <ul style="list-style-type: none"> <li>• Misjudgement of form.</li> </ul> <ul style="list-style-type: none"> <li>• No sense of form or shaping of material.</li> </ul>	<ul style="list-style-type: none"> <li>• General style with broad shaping for audience and purpose.</li> <li>• Intrusive basic errors.</li> <li>• <i>Uses a consistently academic style.</i></li> <li>• <i>Uses language of sources consistently.</i></li> </ul> <ul style="list-style-type: none"> <li>• Major flaws in language.</li> <li>• Communication impeded.</li> <li>• Inappropriate style.</li> </ul> <ul style="list-style-type: none"> <li>• Fails to communicate.</li> </ul>

<b>2b</b>	<p><b>Assessment Focus:</b> Using linguistic knowledge – explain and comment on choices.</p> <p><b>Keywords:</b> Identify <b>three</b> different choices of language – when writing your radio script – describe – linguistically – comment – meanings and effects – trying to convey.</p>
<b>Mark</b>	<p><b>AO2: Demonstrate expertise and accuracy in writing for a variety of specific purposes and audiences, drawing on knowledge of linguistic features to explain and comment on choices made.</b></p> <p><b>Commentary</b></p>
<b>5</b>	<ul style="list-style-type: none"> <li>• Clear overview of how to create appropriate effects for audience and purpose.</li> <li>• Good understanding of how language works at different levels (3 clearly different examples).</li> <li>• 3 examples described linguistically and effects/meanings clearly analysed.</li> </ul>
<b>4</b>	<ul style="list-style-type: none"> <li>• Clear and detailed comment on text’s communicative intent.</li> <li>• 2 examples described linguistically and effects/meanings clearly analysed.</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>• Distinguishes key features of style and effects created.</li> <li>• 1 example described linguistically and effects/meanings clearly analysed.</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• Describes other features without comment on effect/comments without description.</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>• Conveys understanding of general appropriateness for audience and purpose.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Describes two features without comment on effect.</li> <li>• Comments without description.</li> <li>• Comments on literal meanings of features.</li> </ul> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• 1 example described linguistically and effects/meanings clearly analysed.</li> </ul>
<b>1</b>	<ul style="list-style-type: none"> <li>• Conveys own intentions broadly.</li> <li>• Focuses on content decisions.</li> <li>• Unanalysed but relevant quotations without any linguistic description.</li> <li>• No quotations.</li> </ul>
<b>0</b>	<ul style="list-style-type: none"> <li>• Minimal or no reference to the candidate’s own text.</li> </ul>