

General Certificate of Secondary Education  
November 2006



**ENGLISH (SPECIFICATION A)  
Paper 1  
Foundation Tier**

**3702/1F  
F**

Monday 6 November 2006 9.00 am to 10.45 am

**For this paper you must have:**

- an 8-page answer book
- Items 1 and 2 (enclosed).

Time allowed: 1 hour 45 minutes

**Instructions**

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is 3702/1F.
- Answer **all** the questions in Section A and **one** question from Section B.
- Write your answers in the answer book provided.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.
- You must **not** use a dictionary.

**Information**

- The maximum mark for this paper is 54.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. All questions should be answered in continuous prose.

**Advice**

- You are advised to spend about one hour on Section A and about 45 minutes on Section B.

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**SECTION A: READING**

Answer **all** questions in this section.

You are advised to spend about one hour on this section.

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Read **Item 1**, the article *Marketing Food to Kids*.

- 1 (a) The article describes different methods used to tempt people to buy unhealthy foods. Choose the **two** methods which you think would be most effective and explain the reasons for each of your choices. (4 marks)
- (b) In your own words, explain the writer's argument about advertising directed at children. (6 marks)

Now look at **Item 2**, the wrapper for a snack called *Jaffa Cakes Mini Roll XL* made by McVitie's.

- 2 (a) What methods do McVitie's use on this wrapper to sell Jaffa Cake Mini Rolls?

You might write about:

- the ways words are used
- presentational devices
- the use of fact and opinion. (8 marks)

- (b) Compare the two items.

Compare:

- the different attitudes to food
- the purpose of each item
- the effectiveness of each item. (9 marks)

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**SECTION B: WRITING TO ARGUE, PERSUADE OR ADVISE**

Answer **one** question from this section.

You are advised to spend about 45 minutes on this section.

You may use some of the information from **Section A** if you want to, but you do not have to do so. If you use any of the information, do **not** simply copy it.

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Remember:

- spend 5 minutes planning and sequencing your material
- try to write at least one side in your answer book
- spend 5 minutes checking:
  - your paragraphing
  - your punctuation
  - your spelling.

**EITHER**

**3** **Argue** for *or* against the idea that advertisements for sweets should be banned from TV.

You might write about:

- the possible effects of advertisements
- reasons why such advertisements should or should not be banned
- your own views.

Remember to:

- use language suitable for an argument
- argue for *or* against.

(27 marks)

**Turn over for the next question**

**Turn over ▶**

**OR**

- 4 Write a letter to a TV company **persuading** them that they should produce more interesting programmes for teenagers.

You might write about:

- what is wrong with the programmes at the moment
- what sort of programmes would be more interesting
- how they would appeal to teenagers.

Remember to:

- write a letter
- write to persuade
- use language suitable for writing to a company.

*(27 marks)*

**OR**

- 5 Write an article for parents **advising** them on how to get their children to follow a healthier lifestyle.

You might write about:

- what makes a healthy lifestyle
- what parents should do.

Remember to:

- use language suitable for an article
- give clear advice.

*(27 marks)*



**OR**

- 6 Write an article for a teenage magazine **arguing** that young people worry too much and **advising** them on how to deal with stress.

You might write about:

- what young people worry about
- how this affects their lives
- how they can deal with stress.

Remember to:

- use language suitable for an argument
- make sure you give advice.

*(27 marks)*

**END OF QUESTIONS**

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## Insert

Items for use with **Section A**

The two items that follow are:

- Item 1: an article called *Marketing Food to Kids*
- Item 2: a wrapper for a snack called *Jaffa Cakes Mini Roll XL* by McVitie's.

## Item 1

### Marketing Food to Kids

#### Children are bombarded with advertising for unhealthy foods

Everyone knows that children are tempted by foods in bright packaging. Add a free gift and a smiling cartoon character and the temptation is irresistible. The advertising works equally well on parents. Many of us have probably been persuaded to buy foods or drinks that claim to have added vitamins and minerals. We may even have invested in sweets and crisps simply because of the tokens they carry which help to buy computers for the local school.

The marketing tactics of food companies are many and varied. And where the food is worst, the advertising is at its best. Processed foods like chocolates, crisps, soft drinks and fast food meals that are high in salt, sugar or fat – in other words the ‘junk’ foods – are among the most heavily promoted. These are the foods that dietary guidelines say should be eaten the least. And it is children who are often the target group for the promotion of these junk foods.

#### TV Advertising

A study by Consumers International, conducted in 1996, found that the UK had the highest level of advertising aimed at children in Europe, averaging 17 adverts an hour during children’s viewing times. Around ten of these advertisements were for food. A study conducted by the pressure group Sustain, in 2001, reported that most of the adverts aimed at children were for foods like cakes and biscuits, sweets and chocolates, and sugary cereals. Over 95 per cent of the foods advertised were high in fat, sugar or salt, providing a very unbalanced view of a healthy diet.

#### Our Survey

In April, we interviewed 490 parents with children aged between three and 12 about products like chocolates, sweets, crisps, soft drinks, sugared cereals, chips and burgers, that tend to be high in fat. Three in four parents we surveyed said that advertising and other promotions make it hard for them to insist that their children eat healthier foods. They agree that a range of factors influenced what their children wanted to eat, but 70 per cent thought that there should be no advertising of junk foods during children’s viewing times.

#### Targeting Children

Kids are quick to move on to new interests and manufacturers have to stay ahead of the game. Many companies employ child psychologists to find out how to capture and keep the children’s market. They even hold interviews with children as young as three years old, to find out what they like so that they can target their campaigns effectively. Against forces like that it would seem that for our children there is no escape.

adapted from *Which?* 18th August 2003



Item 2

**27 FEB 04**  
**...SOMEONE ELSE EATS THEM!**

**BEST BEFORE:**

**SUITABLE FOR VEGETARIANS**

**5 000168 109817**

**MADE LOVINGLY IN THE UK FOR McVITTIES CAKE COMPANY, PO BOX 7249, ASHBURTON, GLOUCESTERSHIRE, GL54 2JH.**  
**CALL IN THE STRICTEST CONFIDENCE UK: 0111 111111 Mon-Fri 9am-5pm.**  
 Republic of Ireland: 0111 111111  
 © Registered Trade Mark of United Biscuits (UK) Limited.  
 © Copyright United Biscuits UK Ltd, 2003.  
**STORE IN A COOL DRY PLACE OR CONSUME WITHIN MINUTES!**

**JAFAHOLICS ANONYMOUS**  
**IF YOU THINK YOU'VE GOT A PROBLEM**  
**CALL IN THE STRICTEST CONFIDENCE UK: 0111 111111**  
 Republic of Ireland: 0111 111111 Mon-Fri 9am-5pm.  
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**EXTRA LARGE MINI ROLL COVERED IN PLAIN CHOCOLATE, WITH THE SMASHING ORANGEY BIT**

**DON'T TOUCH IT**

**XL MINI ROLL**

**my McVitties Jaffa Cakes MINI ROLL XL**

**INGREDIENTS:** JAFFA FILLING (34%) [SUGAR, GLUCOSE SYRUP, WATER, CONCENTRATED ORANGE JUICE, GELLING AGENT (PECTIN), CITRIC ACID, NATURAL FLAVOURINGS, ACIDITY REGULATOR (SODIUM CITRATE), PRESERVATIVE (E202), COLOUR (ANNATTO)], PLAIN CHOCOLATE (80%) [SUGAR, COCOA MASS, BUTTER, VEGETABLE FAT, BUTTER OIL, EMULSIFIERS (SOYA LECITHIN, E476), NATURAL VANILLA FLAVOURING], WHEAT FLOUR, SUGAR, WHOLE EGG, WATER, GLUCOSE SYRUP, HUMECTANT (GLYCERINE), MILK PROTEIN, SOYA FLOUR, PARTIALLY HYDROGENATED VEGETABLE OIL, RAISING AGENTS (DISODIUM DIPHOSPHATE, SODIUM BICARBONATE), EMULSIFIERS (E471, E473), PRESERVATIVE (E202), SALT, NATURAL FLAVOURINGS, 7% ORANGE JUICE EQUIVALENT IN PRODUCT.

**Nutrition Information, Average Values Per 100g:** Energy : 1619kJ, 384 kcal ; Protein : 3.5g ; Carbohydrate : 66.9g ; Fat : 11.4g | **PER CAKE 169 CALORIES 5.0g FAT**

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ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Item 1: adapted from *Which?* 18th August 2003.

Item 2: Jaffa Cake label, United Biscuits (UK) Ltd.

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