

GCSE 2004

June Series



Mark Scheme

English Specification A *(3702/1H)*

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.

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GCSE English 2004

Paper 1 Tier H Mark Scheme

INTRODUCTION

Examiners will be expected to read the scripts in their allocation carefully and to make every effort to look positively for achievement throughout the ability range. They will be expected to annotate the scripts in order to show subsequent readers what evidence they have found for the achievement of the particular descriptors in the mark bands and will be expected to give a mark for each answer in the right hand margin at the end of the answer.

There is a common marking spine which runs across all components. In this way the whole examination can be integrated by using a common grade related system for all components.

There are some rules, however, about the mark ranges that can be given.

TIER H

On Tier H, the questions are targeted at Grades A to D. However, it is quite possible that on an individual essay or component candidates may perform below grade D and so there are also descriptors for grades below D.

DECIDING ON A MARK

Examiners must use the full range of marks. Work exhibiting the highest skills should be considered for full marks.

Marking throughout must be on a ‘best-fit’ principle. Where there are both strengths and weaknesses in a particular answer, examiners should consider carefully which band is the best fit for the performance overall.

The descriptors are an attempt to guide examiners to an understanding of the qualities normally expected of, or ‘typical’ of, work in the band. **They must not be interpreted as hurdle statements.**

Once the mark has been decided upon, by the identification in the body of the script where the descriptor has been met, then the mark should be placed in the right hand margin.

ANNOTATION OF SCRIPTS

It is important that while they are marking in red, examiners note on the script where they have found specific evidence of candidates having achieved a descriptor. It is likely that examiners will be making more extensive annotations at the beginning of the marking period than at the end, but every mark must be justified by a written comment. Ticks should be used to identify evidence of particular skills. Random ticking is extremely unhelpful.

The best kinds of comments are where a particular element of the descriptors is identified clearly and concisely. The point of making such comments is to allow subsequent readers to understand what you are identifying as positive achievement and where you are seeing material which gains credit. It is to share your marking process with those reading your scripts later (Team Leaders, Assistant Principals, Principals, the Chief, Awarders, QCA, scrutineers etc.).

Examiners are asked to number the scripts in their allocation in the order in which they mark them. The first script marked is '1'. Go right through the allocation. Number the script in the top left hand corner of the front cover of the script. If you do extra scripts just keep numbering through.

PROBLEMS

Where an examiner has great difficulty in assessing a script, (s)he can draw it to the attention of the Principal Examiner at the end of the marking season by placing RSE (Refer to Senior Examiner) on the script and attaching the relevant Form EX/SRF. This means that it will be sent to the final meeting of examiners, the occasion where all the problems are looked at and a decision arrived at. Very occasionally a script is very hard to read or illegible. If you have one of these, you should give the mark you think it deserves, but you must also mark it RSE and complete Form EX/SRF so that it can be deciphered fully later on.

RUBRIC INFRINGEMENTS

There may well be a few candidates who answer the wrong number of questions. If so, mark them all and count the highest score for those eligible under the terms of the rubric. Thus the marks should be entered which are the highest according to the allowable rubric.

RECORDING

In addition to recording the mark for a question at the end of the answer, examiners must also fill in the marks on the front cover of the answer booklet.

The grid on the front of the answer booklet should look like this:

1a	5
1b	2
2a	4
2b	5
2c	5
3	14
	7

Then put the total mark for the paper in the box on the top right hand corner called 'For Office Use Only'.

Please make sure that you add your initials underneath the total for the paper.

GCSE English 2004

Paper 1 Tier H

Section A: Reading

This section covers the following Assessment Objectives:

AO2 Reading (En2)

Candidates are required to demonstrate their ability to:

- (i) read, with insight and engagement, making appropriate references to texts and developing and sustaining interpretations of them;
- (ii) distinguish between fact and opinion and evaluate how information is presented;
- (iii) follow an argument, identifying implications and recognising inconsistencies;
- (iv) select material appropriate to their purpose, collate material from different sources, and make cross references;
- (v) understand and evaluate how writers use linguistic, structural and presentational devices to achieve their effects, and comment on ways language varies and changes.

Assessment Objectives	1(a)	1(b)	2(a)	2(b)	2(c)
(i)	✓	✓	✓	✓	✓
(ii)		✓		✓	
(iii)	✓	✓			
(iv)	✓	✓	✓	✓	✓
(v)			✓	✓	✓

Read **Item 1**, the extract from John Steinbeck's *Of Men and their Making*.

- 1a** What are the main points Steinbeck uses to develop his views about conditions on the ranches?

(8 marks)

Marks and Grades	Skills descriptors	Content descriptors
U 0	<ul style="list-style-type: none"> nothing written 	<ul style="list-style-type: none"> the conditions were very poor the workers were treated badly/exploited they could not afford rent they had to spend their wages on food and a car some apparently philanthropic ranch owners were, in fact, exploiters sanitation conditions on small farms were non-existent illness and malnutrition were rife workers were often intimidated into leaving when their work was done expect general points about squalor and privation
G/F 1/2 marks ‘little evidence’	<ul style="list-style-type: none"> little content answer may be obscured by extra detail & mainly narrative general/descriptive comment little evidence that candidate has processed the text and followed the argument 	
E/D 3/4 marks ‘attempts to engage’	<ul style="list-style-type: none"> tends to paraphrase unstructured response and largely descriptive main impression that the order and language of the article has been reproduced or retained attempts to engage with task 	
C/B 5/6 marks ‘clear attempt’	<ul style="list-style-type: none"> structured response which selects & comments on Steinbeck's argument some of the order and language of the original retained 	
A/A* 7/8 marks ‘detailed ‘absorbed and shaped’	<ul style="list-style-type: none"> clear and detailed understanding of Steinbeck's argument material fully absorbed and shaped for purpose a full understanding of what is being asked response is as detailed as you could expect from a 16-year old 	

Now read **Item 3**, the flier from *Ripe Pickings*.

- 1b** Explain how the uses of facts and the uses of opinions might affect someone’s decision to apply for a Saturday job with *Ripe Pickings*.

(4 marks)

Marks and Grades	Skills descriptors	Content descriptors
U 0	<ul style="list-style-type: none"> nothing written 	<p>the uses of facts & likely effects:</p> <ul style="list-style-type: none"> largest UK outlet: further career prospects; may be impersonal 20% discount for high performers: possible savings, but not for all; what is the scheme; why only certain items? they need a lot of information: thorough; why so much & what are the criteria? the selection weekend: could be fun; having to pay is exploitative have to buy an outfit: trendy; exploitative <p>the uses of opinions & likely effects:</p> <ul style="list-style-type: none"> 2 opinions in quotation marks ‘maybe’ long-term prospects: good; weasel word used they expect the best: good for standards; how do they measure? ‘the last word in organic produce’: they are rather OTT! expect organisational devices
G/F 1 mark ‘little evidence’	<ul style="list-style-type: none"> little content answer may be obscured by extra detail & mainly narrative general/descriptive comment little evidence that candidate understands the difference between facts and opinions 	
E/D 2 marks ‘attempts to engage’	<ul style="list-style-type: none"> unstructured response and largely descriptive some identification of facts and opinions and how they might affect an applicant attempts to engage with task 	
C/B 3 marks ‘clear attempt’	<ul style="list-style-type: none"> clear attempt to engage with the task structured response which selects & comments on the uses of facts and the uses of opinions appropriate examples of facts and opinions given clear understanding of how the facts and opinions might affect someone’s decision 	
A/A* 4 marks ‘detailed’	<ul style="list-style-type: none"> clear and detailed understanding of how the uses of facts and the uses of opinions might affect someone’s decision clear and detailed understanding of what is being asked material fully absorbed and shaped for purpose response is as clear as you could expect from a 16 year old 	

Look at **Item 2**, the photograph, taken in 1936, of an American migrant worker's car.

- 2a** In what ways does this photograph illustrate Steinbeck's views about the problems for agricultural workers mentioned in **Item 1**, the extract from *Of Men and their Making*?
(4 marks)

Marks and Grades	Skills descriptors	Content descriptors
U 0	<ul style="list-style-type: none"> nothing written 	<ul style="list-style-type: none"> shows the squalor shows the poverty image shows the material effects obviously migratory workers desert background adds to the effect workers obviously 'moved on' for work purchasing gasoline to move on is important no sanitation, etc. workers resorted to squatting however it does not illustrate many of the points Steinbeck makes expect to see generalized points etc.
G/F 1 mark 'little evidence'	<ul style="list-style-type: none"> little content answer may be obscured by extra detail & mainly narrative general/descriptive comment little evidence that candidate understands links between image and text 	
E/D 2 marks 'attempts to engage'	<ul style="list-style-type: none"> unstructured response and largely descriptive some identification of the ways images can reflect meaning of the text attempts to engage with task 	
C/B 3 marks 'clear attempt'	<ul style="list-style-type: none"> clear attempt to engage with media concepts structured response which selects & comments on different aspects some appropriate media terminology used clear linkage of image and text 	
A/A* 4 marks 'detailed'	<ul style="list-style-type: none"> clear and detailed understanding of how the choice of image can contribute to meaning of the text careful and logical argument material fully absorbed and shaped for purpose sophisticated and convincing use of technical terminology to describe media concepts 	

- 2b** How do the form and presentation of **Item 3**, the *Ripe Pickings* flier, aim to persuade a teenage reader to apply for a Saturday job?

(4 marks)

Marks and Grades	Skills descriptors	Content descriptors
U 0	<ul style="list-style-type: none"> nothing written 	<p>Choice of form and presentation:</p> <p>form:</p> <ul style="list-style-type: none"> flier/advertisement form fits purpose of reaching a wide audience backed up by use of colour, images and subject matter etc. <p>presentation:</p> <ul style="list-style-type: none"> use of colour larger sub-headings strap-line on front title is important easy to access necessary information
G/F 1 mark 'little evidence'	<ul style="list-style-type: none"> little content answer may be obscured by extra detail & mainly narrative general/descriptive comment little evidence that candidate understands links between form and presentation 	
E/D 2 marks 'attempts to engage'	<ul style="list-style-type: none"> tends to paraphrase and attempts to explain the effects unstructured response and largely descriptive some identification of the ways that form and presentation contribute to effect attempts to engage with task 	
C/B 3 marks 'clear attempt'	<ul style="list-style-type: none"> clear attempt to engage with media concepts structured response which selects & comments on different aspects clear explanation of the way form and presentation contribute to effect some appropriate media terminology used 	
A/A* 4 marks 'detailed'	<ul style="list-style-type: none"> clear and detailed understanding of how form and presentation are used careful and logical argument material fully absorbed and shaped for purpose sophisticated and convincing use of technical terminology to describe media concepts 	

2c In **Item 1** how does Steinbeck use language to shape the reader's response? (7 marks)

Marks and Grades	Skills descriptors	Content descriptors
U 0	<ul style="list-style-type: none"> nothing written 	<p>In Item 1 how does Steinbeck use language to shape the reader's response?</p> <ul style="list-style-type: none"> 3rd person informs and reports uses rhetorical repetition shocks by content and vocabulary under-stated and literary in style uses irony and sarcasm a lot short sentences for effect 'jerky', unsettling style invites the reader in strange use of tenses and verbs in general Orwellian in its simplicity Etc.
G/F 1 mark 'little evidence'	<ul style="list-style-type: none"> little content answer may be obscured by extra detail & mainly narrative general/descriptive comment little evidence that candidate understands different uses of language 	
E/D 2/3 marks 'attempts to engage'	<ul style="list-style-type: none"> tends to paraphrase and attempts to explain Steinbeck's use of language unstructured response and largely descriptive some identification of the ways language is used attempts to engage with task 	
C/B 4/5 marks 'clear attempt'	<ul style="list-style-type: none"> clear attempt to explain how Steinbeck uses language structured response which selects & comments on different aspects clear attempt to engage with the task 	
A/A* 6/7 marks 'detailed'	<ul style="list-style-type: none"> clear and detailed response as to how Steinbeck shapes the reader's response via his use of language careful and logical argument material fully absorbed and shaped for purpose 	

Specification A Paper 1, Higher and Foundation

Section B: Writing to Argue, Persuade or Advise

This section covers the following Assessment Objectives:

AO3 (i) communicate clearly and imaginatively, using and adapting forms for different readers and purposes

AO3 (ii) organise ideas into sentences, paragraphs and whole texts using a variety of linguistic and structural features

AO3 (iii) use a range of sentence structures effectively with accurate punctuation and spelling

Descriptors have been included for performance from U to A*. The skills descriptors represent the base line generic expectations whilst the content descriptors offer guidance on how those expectations are likely to be demonstrated in a response.

For each question, examiners are to record one mark out of 18 for AO3 (i) and (ii) combined and a **separate** mark out of 9 for AO3 (iii).

For AO3 (i)/(ii), assess answers in terms of the levels below, i.e. the Communication and Organisation descriptors. For AO3 (iii), use the separate set of levels which follow. Put the marks in the margin at the end of the answer. Put the mark for AO3(i)/(ii) first; then put the mark for AO3(iii) underneath it.

The Skills descriptors embody the two equally weighted Assessment Objectives in the Communication and Organisation Mark Schemes. These are amplified and customised for the question in the Content Descriptors. Examiners will need to look closely at the Content Descriptors in order to find the appropriate band, and then to check across to the Skills Descriptors to confirm or modify the preliminary judgement. Taking both Skills and Content Descriptors together will determine how high or low in the band the mark should be. Remember that to be placed in a particular band the work will satisfy some (but not necessary all) of the criteria at that level. The precise mark awarded will be determined by the extent to which the answer matches the descriptors set out in the appropriate level.

The one Assessment Objective tested in the Sentence Structures, Punctuation and Spelling Mark Scheme has been split into its three constituent parts. These are amplified and customised in the Content Descriptors. The same process should be followed as in the previous Mark Scheme to determine the mark to be awarded.

In each case, a best fit principle may need to be applied where performance in response to the Assessment Objectives or parts of Assessment Objectives is uneven.

Any valid responses should be rewarded. Remember that candidates are writing in timed conditions.

Question 3

Your school or college wants to ban Saturday jobs for students. Write a letter to your Headteacher or Principal in which you **argue** either for or against the idea of Saturday jobs. (27 marks)

AO3(i)/(ii) Communication and Organisation		
Mark	Skills Descriptors	Content Descriptors
Notional U 1-2	<ul style="list-style-type: none"> communicates some meaning some simple sequencing of ideas 	<ul style="list-style-type: none"> some words in appropriate order one or more points made
Notional G 3-4	<ul style="list-style-type: none"> communicates some meaning with occasional sense of purpose and audience ideas are sequenced simply, but generally appropriately 	<ul style="list-style-type: none"> makes one or more direct reference to Saturday jobs an indication of awareness of need for formality may express personal feelings strongly but with little or no use of supportive detail some attempt to shape points into a document
Notional F 5-6	<ul style="list-style-type: none"> clear communication of ideas with more sense of purpose and audience uses some organisational devices appropriately with occasional conscious selection of words 	<ul style="list-style-type: none"> a number of arguments put forward uses isolated points from stimulus material or copies some points in detail shows awareness of writing to Headteacher at different points either by use of second person or by occasional use of a more formal register may demonstrate occasional attempt to paragraph though likely to be random some attempt to link ideas using causal connectives e.g. because, so occasional attempt to use linguistic/presentational devices e.g. repetition, capitals, bold
Notional E 7-8	<ul style="list-style-type: none"> sustained awareness of purpose and audience more conscious attempt to organise sentences into paragraphs with some attempt to use vocabulary for effect 	<ul style="list-style-type: none"> linked arguments put forward which may be developed in a generalised way addresses Headteacher directly and/or starts consciously to use a more formal register, though still evidence of colloquial language begins to use rhetorical devices, for example, rhetorical questions with occasional evidence of language being used emotively discursive markers e.g. the first point ... , where used, are mechanical and obvious more frequent use of linguistic/presentational devices e.g. repetition for effect

Mark	Skills Descriptors	Content Descriptors
Notional D 9-10	<ul style="list-style-type: none"> • conscious attempt to suit the needs of purpose and audience and begins to engage reader's response • clear, if mechanical, paragraphing with more conscious use of vocabulary for effect 	<ul style="list-style-type: none"> • presents argument with a variety of reasons • evidence which may be drawn from personal experience and stimulus material is used to support argument • register almost wholly formal with some attempt to control tone e.g. to be judgemental, indignant etc. • organised points with paragraphing marking some shift in argument • more appropriate use of wider range of rhetorical devices and discursive markers though still mechanical and superimposed
Notional C 11-12	<ul style="list-style-type: none"> • clear identification with purpose and audience; begins to sustain reader's response • evidence of structure with usually coherent paragraphs and clear selection of vocabulary for effect 	<ul style="list-style-type: none"> • argument is starting to become more detailed with a clear awareness of alternative viewpoints and some second guessing • some sense of varying emphasis for effect with conscious use of a chosen tone e.g. confrontational or placatory • confident use of devices such as anecdote in context and rhetorical questions • paragraphs are competently linked by content and language • discursive markers are becoming more integrated and are used to enhance the argument; may mark both cause and effect e.g. as a result of this ... consequently ...
Notional B 13-14	<ul style="list-style-type: none"> • form, content and style are generally matched to purpose and audience • well structured, starting to use paragraphs to enhance meaning and with increasing sophistication in vocabulary choice 	<ul style="list-style-type: none"> • detailed and well developed; starting to use and support abstract argument, though not always convincingly carried through • begins to anticipate and evaluate potential reader response • may use argument and counter-argument with competence • range of paragraph structures coherently linked • vocabulary range successfully reflects more sophisticated level of argument and attempt to influence reader • discursive markers are now coherently integrated

Mark	Skills Descriptors	Content Descriptors
Notional A 15-16	<ul style="list-style-type: none"> • form, content and style are consistently matched to purpose and audience • coherently structured with fluently linked sentence structures and paragraphs and evidence of conscious crafting 	<ul style="list-style-type: none"> • argues successfully and convincingly; well-informed, drawing on a range of sources • growing subtlety of purpose and ability to adapt tone to manipulate reader • controls a range of means to gain emphasis (e.g. one sentence paragraph) and demonstrate alternative points of view (e.g. anecdote, reference) • fluent control of range of devices and discursive markers with an extensive vocabulary range
Notional A* 17-18	<ul style="list-style-type: none"> • form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective • controlled and sustained crafting with highly effective and delightful vocabulary choices 	<ul style="list-style-type: none"> • may use satire, irony etc but always fittingly and in context • demonstrates intellectual rigour and the ability to integrate a range of complex details from varied sources • discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively • may use some inventive structural and/or linguistic devices

AO3(iii) Sentence Structures, Punctuation and Spelling		
Mark	Skills Descriptors	Content Descriptors
Notional U 1	<ul style="list-style-type: none"> • some sentences • some accuracy in spelling of simple words • random punctuation 	<ul style="list-style-type: none"> • some monosyllabic words spelt correctly • occasional full stops
Notional G/F 2-3	<ul style="list-style-type: none"> • in sentences • generally accurate basic spelling • evidence of conscious punctuation 	<ul style="list-style-type: none"> • may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way • some monosyllabic words spelt correctly • occasional accurate full stops
Notional E/D 4-5	<ul style="list-style-type: none"> • uses a range of securely demarcated sentence structures • some accurate spelling of more complex words • starts to use a range of punctuation 	<ul style="list-style-type: none"> • some conscious variation of syntax though not always grammatically secure; may use complex sentences with appropriate discourse markers e.g. <i>because, on the other hand</i> • commonly used words spelt correctly • general accuracy in use of capital letters and full stops
Notional C/B 6-7	<ul style="list-style-type: none"> • uses sentence forms for effect • generally secure in spelling • generally secure in punctuation which clarifies meaning and purpose 	<ul style="list-style-type: none"> • constructions linked securely to discourse markers; may use rhetorical devices, first person, imperatives, modal verbs, repetition, short sentences, rhetorical questions and/or exclamations for effect • generally secure spelling of irregular, latinate, complex words • generally accurate in sentence demarcation, use of commas, question marks etc.
Notional A/A* 8-9	<ul style="list-style-type: none"> • uses full range of appropriate sentence structures • achieves a high level of technical accuracy in spelling • achieves a high level of technical accuracy in punctuation 	<ul style="list-style-type: none"> • clear and controlled, manipulation of sentence structures for effect; may use a wide range of appropriate discourse markers linked to syntactical choice; may use syntactical variety to build rhetorical power throughout paragraphs • accurate spelling • range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate

Question 4

Write the text for a leaflet, written by a group known as *Rotten Pickings*. Try to **persuade** 15 and 16-year-old students to join a group pressing for better conditions for Saturday workers. (27 marks)

AO3(i)/(ii) Communication and Organisation		
Mark	Skills Descriptors	Content Descriptors
Notional U 1-2	<ul style="list-style-type: none"> communicates some meaning some simple sequencing of ideas 	<ul style="list-style-type: none"> some words in appropriate order one or more points made
Notional G 3-4	<ul style="list-style-type: none"> communicates some meaning with occasional sense of purpose and audience ideas are sequenced simply, but generally appropriately 	<ul style="list-style-type: none"> makes one or more direct reference to trying to persuade students an indication of awareness of need for a sense of audience may express personal feelings strongly but with little or no use of supportive detail some attempt to shape points into a document
Notional F 5-6	<ul style="list-style-type: none"> clear communication of ideas with more sense of purpose and audience uses some organisational devices appropriately with occasional conscious selection of words 	<ul style="list-style-type: none"> a number of points of persuasion put forward uses isolated points from stimulus material or copies some points in detail shows awareness of teenage audience at different points either by use of second person or by occasional use of an appropriate register may demonstrate occasional attempt to paragraph though likely to be random some attempt to link ideas using connectives e.g. because, so occasional attempt to use linguistic/presentational devices e.g. repetition, capitals, bold
Notional E 7-8	<ul style="list-style-type: none"> sustained awareness of purpose and audience more conscious attempt to organise sentences into paragraphs with some attempt to use vocabulary for effect 	<ul style="list-style-type: none"> linked material which may be developed in a generalised way addresses teenage audience directly and/or starts consciously to use a more appropriate register, though still evidence of colloquial language begins to use rhetorical devices, for example, rhetorical questions with occasional evidence of language being used emotively discursive markers e.g. the first point ... , where used, are mechanical and obvious more frequent use of linguistic/presentational devices e.g. repetition for effect

Mark	Skills Descriptors	Content Descriptors
Notional D 9-10	<ul style="list-style-type: none"> • conscious attempt to suit the needs of purpose and audience and begins to engage reader's response • clear, if mechanical, paragraphing with more conscious use of vocabulary for effect 	<ul style="list-style-type: none"> • persuades by variety of means • evidence which may be drawn from personal experience and stimulus material is used to persuade • register mainly appropriate with some attempt to control tone e.g. to be persuasive, funny, serious, etc. • organised points with paragraphing marking some stages of persuasion • more appropriate use of wider range of rhetorical devices and discursive markers though still mechanical and superimposed
Notional C 11-12	<ul style="list-style-type: none"> • clear identification with purpose and audience, begins to sustain reader's response • evidence of structure with usually coherent paragraphs and clear selection of vocabulary for effect 	<ul style="list-style-type: none"> • persuasion is starting to become more detailed with a clear awareness of the questions likely to be asked by students • some sense of varying emphasis for effect with conscious use of a chosen tone • paragraphs are competently linked by content and language • confident use of devices such as anecdote in context and rhetorical questions • discursive markers are becoming more integrated and are used to persuade
Notional B 13-14	<ul style="list-style-type: none"> • form, content and style are generally matched to purpose and audience • well structured, starting to use paragraphs to enhance meaning and with increasing sophistication in vocabulary choice 	<ul style="list-style-type: none"> • detailed and well developed; starting to use and support persuasion though not always convincingly carried through • begins to anticipate and evaluate potential audience response • may use variety of rhetorical devices with competence • range of speech sections coherently linked • vocabulary range successfully reflects more sophisticated level of persuasion and attempt to influence listener • discursive markers are now coherently integrated
Notional A 15-16	<ul style="list-style-type: none"> • form, content and style are consistently matched to purpose and audience • coherently structured with fluently linked sentence structures and paragraphs and evidence of conscious crafting 	<ul style="list-style-type: none"> • persuades successfully and convincingly; well-informed, drawing on a range of sources • growing subtlety of purpose and ability to adapt tone to manipulate reader • controls a range of means to gain emphasis (e.g. one sentence paragraph) and demonstrate variety of possible consequences • fluent control of range of devices and discursive markers with an extensive vocabulary range

Mark	Skills Descriptors	Content Descriptors
Notional A* 17-18	<ul style="list-style-type: none">• form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective • controlled and sustained crafting with highly effective and delightful vocabulary choices	<ul style="list-style-type: none">• may use satire, irony etc but always fittingly and in context• demonstrates intellectual rigour and the ability to integrate a range of persuasive techniques• discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively• may use some inventive structural and/or linguistic devices

AO3(iii) Sentence Structures, Punctuation and Spelling		
Mark	Skills Descriptors	Content Descriptors
Notional U 1	<ul style="list-style-type: none"> • some sentences • some accuracy in spelling of simple words • random punctuation 	<ul style="list-style-type: none"> • some monosyllabic words spelt correctly • occasional full stops
Notional G/F 2-3	<ul style="list-style-type: none"> • in sentences • generally accurate basic spelling • evidence of conscious punctuation 	<ul style="list-style-type: none"> • may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way • some monosyllabic words spelt correctly • occasional accurate full stops
Notional E/D 4-5	<ul style="list-style-type: none"> • uses a range of securely demarcated sentence structures • some accurate spelling of more complex words • starts to use a range of punctuation 	<ul style="list-style-type: none"> • some conscious variation of syntax though not always grammatically secure; may use complex sentences with appropriate discourse markers e.g. <i>because, on the other hand</i> • commonly used words spelt correctly • general accuracy in use of capital letters and full stops
Notional C/B 6-7	<ul style="list-style-type: none"> • uses sentence forms for effect • generally secure in spelling • generally secure in punctuation which clarifies meaning and purpose 	<ul style="list-style-type: none"> • constructions linked securely to discourse markers; may use rhetorical devices, first person, imperatives, modal verbs, repetition, short sentences, rhetorical questions and/or exclamations for effect • generally secure spelling of irregular, latinate, complex words • generally accurate in sentence demarcation, use of commas, question marks etc
Notional A/A* 8-9	<ul style="list-style-type: none"> • uses full range of appropriate sentence structures • achieves a high level of technical accuracy in spelling • achieves a high level of technical accuracy in punctuation 	<ul style="list-style-type: none"> • clear and controlled, manipulation of sentence structures for effect; may use a wide range of appropriate discourse markers linked to syntactical choice; may use syntactical variety to build rhetorical power throughout paragraphs • accurate spelling • range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate

Question 5

Write an article for a careers magazine in which you give **advice** to students on what to look out for when applying for a job, either part-time or full-time. (27 marks)

AO3(ii)/(ii) AO(i)/(ii) Communication and Organisation		
Mark	Skills Descriptors	Content Descriptors
Notional U 1-2	<ul style="list-style-type: none"> communicates some meaning some simple sequencing of ideas 	<ul style="list-style-type: none"> some words in appropriate order one or more points made
Notional G 3-4	<ul style="list-style-type: none"> communicates some meaning with occasional sense of purpose and audience ideas are sequenced simply, but generally appropriately 	<ul style="list-style-type: none"> makes one or more direct reference to applying for a job an indication of awareness of need for formality may express personal feelings strongly but with little or no use of supportive detail some attempt to shape points into a document
Notional F 5-6	<ul style="list-style-type: none"> clear communication of ideas with more sense of purpose and audience uses some organisational devices appropriately with occasional conscious selection of words 	<ul style="list-style-type: none"> a number of points made uses isolated points from stimulus material or copies some points in detail shows awareness of student audience at different points in the column either by use of second person or by occasional use of a more appropriate register may demonstrate occasional attempt to paragraph though likely to be random some attempt to link ideas using causal connectives e.g. because, so occasional attempt to use linguistic/presentational devices e.g. repetition, capitals, bold
Notional E 7-8	<ul style="list-style-type: none"> sustained awareness of purpose and audience more conscious attempt to organise sentences into paragraphs with some attempt to use vocabulary for effect 	<ul style="list-style-type: none"> linked advice put forward which may be developed in a generalised way addresses student audience directly and/or starts consciously to use a more formal register, though still evidence of colloquial language begins to use rhetorical devices, for example, rhetorical questions with occasional evidence of language being used emotively discursive markers e.g. the first point ... , where used, are mechanical and obvious more frequent use of linguistic/presentational devices e.g. repetition for effect

Mark	Skills Descriptors	Content Descriptors
Notional D 9-10	<ul style="list-style-type: none"> • conscious attempt to suit the needs of purpose and audience and begins to engage reader's response • clear, if mechanical, paragraphing with more conscious use of vocabulary for effect 	<ul style="list-style-type: none"> • presents advice with a variety of reasons • evidence which may be drawn from personal experience and stimulus material is used to support argument • register almost wholly formal with some attempt to control tone • organised points with paragraphing marking some stages in advice • more appropriate use of wider range of rhetorical devices and discursive markers though still mechanical and superimposed
Notional C 11-12	<ul style="list-style-type: none"> • clear identification with purpose and audience; begins to sustain reader's response • evidence of structure with usually coherent paragraphs and clear selection of vocabulary for effect 	<ul style="list-style-type: none"> • advice is starting to become more detailed with a clear awareness of the needs of students • some sense of varying emphasis for effect with conscious use of a chosen tone • confident use of devices such as anecdote in context and rhetorical questions • paragraphs are competently linked by content and language • discursive markers are becoming more integrated and are used to enhance the advice; may mark both cause and effect e.g. as a result of this ... consequently ...
Notional B 13-14	<ul style="list-style-type: none"> • form, content and style are generally matched to purpose and audience • well structured, starting to use paragraphs to enhance meaning and with increasing sophistication in vocabulary choice 	<ul style="list-style-type: none"> • detailed and well developed; starting to use and support advice, though not always convincingly carried through • begins to anticipate and evaluate potential student response • may use conditional(s) with competence • range of paragraph structures coherently linked • vocabulary range successfully reflects more sophisticated level of advice and attempt to influence students • discursive markers are now coherently integrated
Notional A 15-16	<ul style="list-style-type: none"> • form, content and style are consistently matched to purpose and audience • coherently structured with fluently linked sentence structures and paragraphs and evidence of conscious crafting 	<ul style="list-style-type: none"> • advises successfully and convincingly; well-informed, drawing on a range of sources • growing subtlety of purpose and ability to adapt tone to manipulate reader • controls a range of means to gain emphasis (e.g. one sentence paragraph) and demonstrate possible consequences • fluent control of range of devices and discursive markers with an extensive vocabulary range

Mark	Skills Descriptors	Content Descriptors
Notional A* 17-18	<ul style="list-style-type: none">• form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective• controlled and sustained crafting with highly effective and delightful vocabulary choices	<ul style="list-style-type: none">• may use exaggeration, irony etc but always fittingly and in context• demonstrates intellectual rigour and the ability to integrate a range of complex details from varied sources• discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively• may use some inventive structural and/or linguistic devices

AO3(iii) Sentence Structures, Punctuation and Spelling		
Mark	Skills Descriptors	Content Descriptors
Notional U 1	<ul style="list-style-type: none"> some sentences some accuracy in spelling of simple words random punctuation 	<ul style="list-style-type: none"> some monosyllabic words spelt correctly occasional full stops
Notional G/F 2-3	<ul style="list-style-type: none"> in sentences generally accurate basic spelling evidence of conscious punctuation 	<ul style="list-style-type: none"> may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way some monosyllabic words spelt correctly occasional accurate full stops
Notional E/D 4-5	<ul style="list-style-type: none"> uses a range of securely demarcated sentence structures some accurate spelling of more complex words starts to use a range of punctuation 	<ul style="list-style-type: none"> some conscious variation of syntax though not always grammatically secure; may use complex sentences with appropriate discourse markers e.g. <i>because, on the other hand</i> commonly used words spelt correctly general accuracy in use of capital letters and full stops
Notional C/B 6-7	<ul style="list-style-type: none"> uses sentence forms for effect generally secure in spelling generally secure in punctuation which clarifies meaning and purpose 	<ul style="list-style-type: none"> constructions linked securely to discourse markers; may use rhetorical devices, first person, imperatives, modal verbs, repetition, short sentences, rhetorical questions and/or exclamations for effect generally secure spelling of irregular, latinate, complex words generally accurate in sentence demarcation, use of commas, question marks etc
Notional A/A* 8-9	<ul style="list-style-type: none"> uses full range of appropriate sentence structures achieves a high level of technical accuracy in spelling achieves a high level of technical accuracy in punctuation 	<ul style="list-style-type: none"> clear and controlled, manipulation of sentence structures for effect; may use a wide range of appropriate discourse markers linked to syntactical choice; may use syntactical variety to build rhetorical power throughout paragraphs accurate spelling range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate

Question 6

Write the text for a speech where you:

- **argue** the case for better conditions for students in schools or colleges
- **persuade** people that more should be done to improve conditions. (27 marks)

AO3(i)/(ii) Communication and Organisation		
Mark	Skills Descriptors	Content Descriptors
Notional U 1-2	<ul style="list-style-type: none"> • communicates some meaning • some simple sequencing of ideas 	<ul style="list-style-type: none"> • some words in appropriate order • one or more points made
Notional G 3-4	<ul style="list-style-type: none"> • communicates some meaning with occasional sense of purpose and audience • ideas are sequenced simply, but generally appropriately 	<ul style="list-style-type: none"> • makes one or more direct reference to students' conditions • an indication of awareness of need for formality • may express personal feelings strongly but with little or no use of supportive detail • some attempt to shape points
Notional F 5-6	<ul style="list-style-type: none"> • clear communication of ideas with more sense of purpose and audience • uses some organisational devices appropriately with occasional conscious selection of words 	<ul style="list-style-type: none"> • a number of arguments put forward • uses isolated points from stimulus material or copies some points in detail • shows awareness of student and wider audience at different points either by use of second person or by occasional use of a more formal register • may demonstrate occasional attempt to paragraph though likely to be random • some attempt to link ideas using causal connectives e.g. because, so • occasional attempt to use linguistic/presentational devices e.g. repetition, capitals, bold
Notional E 7-8	<ul style="list-style-type: none"> • sustained awareness of purpose and audience • more conscious attempt to organise sentences into paragraphs with some attempt to use vocabulary for effect 	<ul style="list-style-type: none"> • linked arguments put forward which may be developed in a generalised way • addresses listeners directly and/or starts to consciously use an appropriate register • begins to use rhetorical devices, for example, rhetorical questions with occasional evidence of language being used emotively • discursive markers e.g. the first point ... , where used, are mechanical and obvious. • more frequent use of linguistic/presentational devices e.g. repetition for effect

Mark	Skills Descriptors	Content Descriptors
Notional D 9-10	<ul style="list-style-type: none"> • conscious attempt to suit the needs of purpose and audience and begins to engage reader's response • clear, if mechanical, paragraphing with more conscious use of vocabulary for effect 	<ul style="list-style-type: none"> • presents argument and persuasion with a variety of reasons • evidence which may be drawn from personal experience and stimulus material is used to support argument • register mainly consistent formal with some attempt to control tone e.g. to be angry, indignant etc. • organised points with paragraphing marking some shift in argument and persuasion • more appropriate use of wider range of rhetorical devices and discursive markers though still mechanical and superimposed
Notional C 11-12	<ul style="list-style-type: none"> • clear identification with purpose and audience; begins to sustain reader's response • evidence of structure with usually coherent paragraphs and clear selection of vocabulary for effect 	<ul style="list-style-type: none"> • argument and persuasion are starting to become more detailed with a clear awareness of alternative viewpoints and some second guessing • some sense of varying emphasis for effect with conscious use of a chosen tone e.g. confrontational or placatory • paragraphs are competently linked by content and language • confident use of devices such as anecdote in context and rhetorical questions • discursive markers are becoming more integrated and are used to enhance the argument; may mark both cause and effect e.g. as a result of this.....so.....
Notional B 13-14	<ul style="list-style-type: none"> • form, content and style are generally matched to purpose and audience • well structured, starting to use paragraphs to enhance meaning and with increasing sophistication in vocabulary choice 	<ul style="list-style-type: none"> • detailed and well developed; starting to use and support argument and persuasion, though not always convincingly carried through • begins to anticipate and evaluate potential response • may use argument and counter-argument with competence • range of paragraph structures coherently linked • vocabulary range successfully reflects more sophisticated level of argument and persuasion and attempt to influence reader • discursive markers are now coherently integrated

Mark	Skills Descriptors	Content Descriptors
Notional A 15-16	<ul style="list-style-type: none"> • form, content and style are consistently matched to purpose and audience • coherently structured with fluently linked sentence structures and paragraphs and evidence of conscious crafting 	<ul style="list-style-type: none"> • argues and persuades successfully and convincingly; well-informed, drawing on a range of sources • growing subtlety of purpose and ability to adapt tone to manipulate reader • controls a range of means to gain emphasis (e.g. one sentence paragraph) and demonstrate alternative points of view (e.g. anecdote, reference) • fluent control of range of devices and discursive markers with an extensive vocabulary range
Notional A* 17-18	<ul style="list-style-type: none"> • form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective • controlled and sustained crafting with highly effective and delightful vocabulary choices 	<ul style="list-style-type: none"> • may use satire, irony etc but always fittingly and in context • demonstrates intellectual rigour and the ability to integrate a range of complex details from varied sources • discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively • may use some inventive structural and/or linguistic devices

AO3(iii) Sentence Structures, Punctuation and Spelling		
Mark	Skills Descriptors	Content Descriptors
Notional U 1	<ul style="list-style-type: none"> some sentences some accuracy in spelling of simple words random punctuation 	<ul style="list-style-type: none"> some monosyllabic words spelt correctly occasional full stops
Notional G/F 2-3	<ul style="list-style-type: none"> in sentences generally accurate basic spelling evidence of conscious punctuation 	<ul style="list-style-type: none"> may use mainly simple and compound sentences, with occasional complex sentences, may use discourse markers in an enhanced way some monosyllabic words spelt correctly occasional accurate full stops
	<ul style="list-style-type: none"> uses a range of securely demarcated sentence structures some accurate spelling of more complex words starts to use a range of punctuation 	<ul style="list-style-type: none"> some conscious variation of syntax though not always grammatically secure; may use complex sentences with appropriate discourse markers e.g. <i>because, on the other hand</i> commonly used words spelt correctly general accuracy in use of capital letters and full stops
Notional E/D 4-5	<ul style="list-style-type: none"> uses a range of securely demarcated sentence structures some accurate spelling of more complex words starts to use a range of punctuation 	<ul style="list-style-type: none"> some conscious variation of syntax though not always grammatically secure; may use complex sentences with appropriate discourse markers e.g. <i>because, on the other hand</i> commonly used words spelt correctly general accuracy in use of capital letters and full stops
Notional C/B 6-7	<ul style="list-style-type: none"> uses sentence forms for effect generally secure in spelling generally secure in punctuation which clarifies meaning and purposes 	<ul style="list-style-type: none"> constructions linked securely to discourse markers; may use rhetorical devices, first person, imperatives, modal verbs, repetition, short sentences, rhetorical questions and / or exclamations for effect generally secure spelling of irregular, latinate, complex words generally accurate in sentence demarcation, use of commas, question marks etc.
Notional A/A* 8-9	<ul style="list-style-type: none"> uses full range of appropriate sentence structures achieves a high level of technical accuracy in spelling achieves a high level of technical accuracy in punctuation 	<ul style="list-style-type: none"> clear and controlled, manipulation of sentence structures for effect; may use a wide range of appropriate discourse markers linked to syntactical choice; may use syntactical variety to build rhetorical power throughout paragraphs accurate spelling range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate