



ASSESSMENT and  
QUALIFICATIONS  
ALLIANCE

# **General Certificate of Secondary Education**

## **English 3702**

*Specification A Paper 1H*

## **Mark Scheme**

*2007 examination – November series*



# GCSE English November 2007

## 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, circled, 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 for each question on the front cover of the answer booklet. These should then be totalled, with the total mark placed in the appropriate box.

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

	40
1a	4
1b	6
2a	3
2b	6
3	14
	7

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

# GCSE English 2007 (November)

## 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.

#### Specification A Paper 1H Assessment Grid

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

Read **Item 1**, the extract called *Why are magazines so popular?* by Jenny McKay.

**1(a)** What reasons does Jenny McKay give for the popularity of magazines? (6 marks)

<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
<b>0</b>	<ul style="list-style-type: none"> <li>nothing relevant written</li> </ul>	<ul style="list-style-type: none"> <li>for information and entertainment</li> <li>general weeklies still exist and thrive</li> <li>niche markets are today's strength</li> <li>information magazines give many different types of information through adverts etc.</li> <li>they can also act as a substitute for a circle of like-minded friends</li> <li>wide variety of entertainment</li> <li>sometimes the magazine itself becomes the entertainment</li> <li>they also help to identify the group to which you belong etc.</li> </ul>
<b>1 mark</b> <b>'some simple comment'</b>	<ul style="list-style-type: none"> <li>some simple supported comment</li> <li>mainly narrative description</li> <li>refers to some appropriate detail</li> <li>some reference to McKay's argument</li> </ul>	
<b>2 marks</b> <b>'some awareness'</b>	<ul style="list-style-type: none"> <li>some extended supported comments</li> <li>unstructured response and tends to paraphrase</li> <li>some identification of main features</li> <li>some awareness of main reasons</li> </ul>	
<b>3-4 marks</b> <b>'clear attempt to select'</b>	<ul style="list-style-type: none"> <li>clear and effective attempt to engage with the task</li> <li>structured response</li> <li>selects and comments</li> <li>a range of reasons</li> </ul>	
<b>5 - 6 marks</b> <b>'detailed/shaped &amp; absorbed'</b>	<ul style="list-style-type: none"> <li>a full understanding of what is being asked</li> <li>material fully absorbed and shaped for purpose</li> <li>references integrated into argument</li> <li>a detailed and conceptualised response</li> </ul>	

✓ = reason

1(b) How does Jenny McKay use facts to support her opinions?

(6 marks)

Marks	Skills Descriptors	Content Descriptors
0	<ul style="list-style-type: none"> <li>nothing relevant written</li> </ul>	<p><b>Facts:</b></p> <ul style="list-style-type: none"> <li>lots of different facts</li> <li>uses numbers to justify points</li> <li>they justify her more individual views</li> <li>etc.</li> </ul> <p><b>opinions:</b></p> <ul style="list-style-type: none"> <li>it begins with an unsubstantiated opinion</li> <li>still life in general weeklies</li> <li>their role in society</li> <li>what constitutes entertainment</li> <li>etc.</li> </ul> <p><b>uses:</b></p> <ul style="list-style-type: none"> <li>to back up her opinions and findings</li> <li>all used to substantiate her arguments</li> <li>to explain her opinions about the popularity of magazines</li> <li>etc.</li> </ul>
1 mark <b>'some simple comments'</b>	<ul style="list-style-type: none"> <li>some simple supported comments</li> <li>mainly narrative description</li> <li>refers to some appropriate detail</li> <li>some reference to fact and opinion</li> </ul>	
2 marks <b>'some awareness'</b>	<ul style="list-style-type: none"> <li>some extended supported comments</li> <li>unstructured response and tends to paraphrase</li> <li>some identification of fact and opinion</li> <li>some awareness of fact and opinion</li> </ul>	
3-4 marks <b>'clear attempt to select'</b>	<ul style="list-style-type: none"> <li>clear attempt to engage with task</li> <li>structured response</li> <li>selects and comments</li> <li>at least one fact and one opinion</li> </ul>	
5-6 marks <b>'detailed/shaped &amp; absorbed'</b>	<ul style="list-style-type: none"> <li>a full understanding of what is being asked</li> <li>material fully absorbed and shaped for purpose</li> <li>references integrated into argument</li> <li>and detailed and conceptualized response</li> </ul>	

f =fact

o = opinion

✓ = how

Now read **Item 2** and **Item 3**, the two front pages from magazines.

**2(a)** Compare the front pages of *Bella* and *Trout Fisherman*.

You should write about:

- pictures
- layout
- other design features.

(8 marks)

Marks	Skills Descriptors	Content Descriptors
0	<ul style="list-style-type: none"> <li>• nothing relevant written</li> </ul>	<p><b>The pictures</b></p> <ul style="list-style-type: none"> <li>• both have pictures of their idealised target audience</li> <li>• one main colour background photograph versus a variety of large and small colour photographs</li> <li>• etc.</li> </ul> <p><b>layout:</b></p> <ul style="list-style-type: none"> <li>• spookily similar</li> <li>• but more fussy detail to entice the reader in <i>Bella</i></li> <li>• sponsor on top of both magazines</li> <li>• both have basic picture, caption and copy</li> <li>• etc.</li> </ul> <p><b>other design features:</b></p> <ul style="list-style-type: none"> <li>• colours are deeper on <i>Bella</i></li> <li>• equally varied in the amount of different features used on the front page</li> <li>• both use lighter lettering on darker background</li> <li>• the titles try to reflect the readership</li> <li>• pugs, mastheads, puffs, feature articles, cover lines, etc.</li> <li>• etc.</li> </ul>
1-2 marks <b>'some simple comment'</b>	<ul style="list-style-type: none"> <li>• some simple supported comment</li> <li>• mainly narrative description</li> <li>• refers to some appropriate detail</li> <li>• some reference to pictures, layout and other design features</li> </ul>	
3-4 marks <b>'some awareness'</b>	<ul style="list-style-type: none"> <li>• some extended supported comments</li> <li>• unstructured response and tends to describe</li> <li>• selects and comments</li> <li>• some awareness of pictures, layout and other design features</li> </ul>	
5-6 marks <b>'clear attempt to select'</b>	<ul style="list-style-type: none"> <li>• clear and effective attempt to engage with task and to compare</li> <li>• structured response</li> <li>• selects and comments</li> <li>• at least one example of pictures, layout and other design features</li> <li>• some appropriate media terminology used</li> </ul>	
7-8 marks <b>'detailed/shaped &amp; absorbed'</b>	<ul style="list-style-type: none"> <li>• a full understanding of what is being asked</li> <li>• material fully absorbed and shaped for purpose</li> <li>• references integrated into argument</li> <li>• a detailed and conceptualised response</li> <li>• sophisticated and convincing use of technical terminology to explain media concepts</li> </ul>	

p = pictures  
i = layout  
d = design features  
c = compares  
✓ = evaluation



2(b) The magazines *Bella* and *Trout Fisherman* are aimed at different audiences. How does the language used on each front page show this? (7 marks)

Marks	Skills Descriptors	Content Descriptors
0	<ul style="list-style-type: none"> <li>nothing relevant written</li> </ul>	<p><b>Bella</b></p> <ul style="list-style-type: none"> <li>mainly aimed at women</li> <li>bizarre stories</li> <li>real life stories (!)</li> <li>unrealistic promises</li> <li>use of adjectives</li> <li>ejaculations</li> <li>shock tactics</li> <li>lots of emboldening</li> <li>etc.</li> </ul> <p><b>Trout Fisherman</b></p> <ul style="list-style-type: none"> <li>mainly aimed at men</li> <li>methods of improving</li> <li>vital information</li> <li>vital tips</li> <li>reports</li> <li>use of adjectives</li> <li>promise of exposés</li> <li>unsubstantiated promises</li> <li>specialist terminology</li> <li>etc.</li> </ul>
1 mark <b>'some simple comment'</b>	<ul style="list-style-type: none"> <li>some simple supported comment</li> <li>mainly narrative description</li> <li>refers to some appropriate detail</li> <li>some reference to the two front pages and language use</li> </ul>	
2-3 marks <b>'some awareness'</b>	<ul style="list-style-type: none"> <li>some extended supported comments</li> <li>unstructured response and tends to paraphrase</li> <li>some identification of main features</li> <li>some awareness of the uses of language</li> </ul>	
4-5 marks <b>'clear attempt'</b>	<ul style="list-style-type: none"> <li>clear and effective attempt to engage with task</li> <li>structured response</li> <li>selects and comments</li> <li>at least one example from each</li> <li>some appropriate media terminology used</li> </ul>	
6-7 marks <b>'detailed/shaped &amp; absorbed'</b>	<ul style="list-style-type: none"> <li>a full understanding of what is being asked</li> <li>material fully absorbed and shaped for purpose</li> <li>references integrated into argument</li> <li>a detailed and conceptualised response</li> <li>sophisticated and convincing use of technical terminology to describe media concepts</li> </ul>	

L = language

✓ = how

## Specification A Paper 1, Higher and Foundation, Section B: Writing to Argue, Persuade or Advise

### 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). The total available marks for Section B questions is therefore 27.

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. Place the marks in the margin at the end of the answer, with the AO3 (i)/(ii) total above the AO3 (iii) total, each mark in a circle.

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.

- 3 Write an article for a magazine in which you present an **argument** for or against something you feel strongly about. (27 marks)

<b>AO3 (i)/(ii) Communication and Organisation</b>		
<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
1-2	<ul style="list-style-type: none"> <li>communicates some meaning</li> <li>some simple sequencing of ideas</li> </ul>	<ul style="list-style-type: none"> <li>some words in appropriate order</li> <li>one or more points made</li> </ul>
3-4	<ul style="list-style-type: none"> <li>communicates some meaning with occasional sense of purpose and audience</li> <li>ideas are sequenced simply, but generally appropriately</li> </ul>	<ul style="list-style-type: none"> <li>makes one or more direct reference to something they feel strongly about</li> <li>an indication of awareness of need for formality</li> <li>may express personal feelings strongly but with little or not use of supportive detail</li> <li>some attempt to shape points into an article</li> </ul>
5-6	<ul style="list-style-type: none"> <li>clear communication of ideas with more sense of purpose and audience</li> <li>uses some organisational devices appropriately with occasional conscious selection of words</li> </ul>	<ul style="list-style-type: none"> <li>a number of arguments put forward</li> <li>uses isolated points from stimulus material or copies some points in detail</li> <li>show awareness of wide audience at different points either by use of second person or by occasional use of a more formal register</li> <li>may demonstrate occasional attempt to paragraph though likely to be random</li> <li>some attempt to link ideas using causal connectives e.g. because, so</li> <li>occasional attempt to use linguistic/presentational devices e.g. repetition, capitals, bold</li> </ul>
7-8	<ul style="list-style-type: none"> <li>sustained awareness of purpose and audience</li> <li>more conscious attempt to organise sentences into paragraphs with some attempt to use vocabulary for effect</li> </ul>	<ul style="list-style-type: none"> <li>linked arguments put forward which may be developed in a generalised way</li> <li>addresses wide audience directly and/or starts consciously to use a more formal register, though still evidence of colloquial language</li> <li>begins to use rhetorical devices, for example, rhetorical questions with occasional evidence of language being used emotively</li> <li>discursive markers e.g. the first point..., where used, are mechanical and obvious</li> <li>more frequent use of linguistic/presentational devices e.g. repetition for effect</li> </ul>

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

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

<b>AO3 (iii) Sentence Structures, Punctuation and Spelling</b>		
<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
1	<ul style="list-style-type: none"> <li>• some sentences</li> <li>• some accuracy in spelling of simple words</li> <li>• random punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some monosyllabic words spelt correctly</li> </ul>
2-3	<ul style="list-style-type: none"> <li>• in sentences</li> <li>• generally accurate basic spelling</li> <li>• evidence of conscious punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way</li> <li>• simple words spelt correctly</li> <li>• occasional full stops</li> </ul>
4-5	<ul style="list-style-type: none"> <li>• uses a range of securely demarcated sentence structures</li> <li>• some accurate spelling of more complex words</li> <li>• starts to use a range of punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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></li> <li>• commonly used words spelt correctly</li> <li>• general accuracy in use of more than capital letters and full stops</li> </ul>
6-7	<ul style="list-style-type: none"> <li>• uses sentence forms for effect</li> <li>• generally secure in spelling</li> <li>• generally secure in punctuation which clarifies meaning and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• generally secure spelling of irregular, latinate, complex words</li> <li>• generally accurate in sentence demarcation, use of commas, question marks etc.</li> </ul>
8-9	<ul style="list-style-type: none"> <li>• uses full range of appropriate sentence structures</li> <li>• achieves a high level of technical accuracy in spelling</li> <li>• achieves a high level of technical accuracy in punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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 paragraphs</li> <li>• accurate spelling</li> <li>• range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate</li> </ul>

- 4 Write a letter **persuading** a publisher to produce a new and different magazine for teenagers.

(27 marks)

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

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



17-18	<ul style="list-style-type: none"> <li>• form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective</li> <li>• controlled and sustained crafting with highly effective and delightful vocabulary choices</li> </ul>	<ul style="list-style-type: none"> <li>• may use satire, irony etc. but always fittingly and in context</li> <li>• demonstrates intellectual rigour and the ability to integrate a range of persuasive techniques</li> <li>• discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively</li> <li>• may use some inventive structural and/or linguistic devices</li> </ul>
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<b>AO3 (iii) Sentence Structures, Punctuation and Spelling</b>		
<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
1	<ul style="list-style-type: none"> <li>• some sentences</li> <li>• some accuracy in spelling of simple words</li> <li>• random punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some monosyllabic words spelt correctly</li> </ul>
2-3	<ul style="list-style-type: none"> <li>• in sentences</li> <li>• generally accurate basic spelling</li> <li>• evidence of conscious punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way</li> <li>• simple words spelt correctly</li> <li>• occasional full stops</li> </ul>
4-5	<ul style="list-style-type: none"> <li>• uses a range of securely demarcated sentence structures</li> <li>• some accurate spelling of more complex words</li> <li>• starts to use a range of punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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></li> <li>• commonly used words spelt correctly</li> <li>• general accuracy in use of more than capital letters and full stops</li> </ul>
6-7	<ul style="list-style-type: none"> <li>• uses sentence forms for effect</li> <li>• generally secure in spelling</li> <li>• generally secure in punctuation which clarifies meaning and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• generally secure spelling of irregular, organize, complex words</li> <li>• generally accurate in sentence demarcation, use of commas, question marks etc.</li> </ul>
8-9	<ul style="list-style-type: none"> <li>• uses full range of appropriate sentence structures</li> <li>• achieves a high level of technical accuracy in spelling</li> <li>• achieves a high level of technical accuracy in punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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 sections of speech</li> <li>• accurate spelling</li> <li>• range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate</li> </ul>

5 “Children just don’t read any more!”

Write an article **advising** teachers how to get pupils to read more.

(27 marks)

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

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

17-18	<ul style="list-style-type: none"> <li>• form, content and style are assuredly matched to purpose and audience; distinctive and consistently effective</li> <li>• controlled and sustained crafting with highly effective and delightful vocabulary choices</li> </ul>	<ul style="list-style-type: none"> <li>• may use exaggeration, irony etc. but always fittingly and in context</li> <li>• demonstrates intellectual rigour and the ability to integrate a range of complex details from varied sources</li> <li>• discursive markers, rhetorical devices etc. are integrated into whole seamlessly and persuasively</li> <li>• may use some inventive structural and/or linguistic devices</li> </ul>
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<b>AO3 (iii) Sentence Structures, Punctuation and Spelling</b>		
<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
1	<ul style="list-style-type: none"> <li>• some sentences</li> <li>• some accuracy in spelling of simple words</li> <li>• random punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some monosyllabic words spelt correctly</li> </ul>
2-3	<ul style="list-style-type: none"> <li>• in sentences</li> <li>• generally accurate basic spelling</li> <li>• evidence of conscious punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way</li> <li>• simple words spelt correctly</li> <li>• occasional full stops</li> </ul>
4-5	<ul style="list-style-type: none"> <li>• uses a range of securely demarcated sentence structures</li> <li>• some accurate spelling of more complex words</li> <li>• starts to use a range of punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some conscious variation of syntax though not always grammatically secure; may use complex sentence with appropriate discourse markers e.g. <i>because, on the other hand</i></li> <li>• commonly used words spelt correctly</li> <li>• general accuracy in use of more than capital letters and full stops</li> </ul>
6-7	<ul style="list-style-type: none"> <li>• uses sentence forms for effect</li> <li>• generally secure in spelling</li> <li>• generally secure in punctuation which clarifies meaning and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• generally secure spelling of irregular, latinate, complex words</li> <li>• generally accurate in sentence demarcation, use of commas, question marks etc.</li> </ul>
8-9	<ul style="list-style-type: none"> <li>• uses full range of appropriate sentence structures</li> <li>• achieves a high level of technical accuracy in spelling</li> <li>• achieves a high level of technical accuracy in punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• accurate spelling</li> <li>• range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate</li> </ul>

- 6 A student you know is about to be excluded from school. Write a letter to the school governors **arguing** for *or* against this exclusion. Give the governors **advice** about what action they might take. (27 marks)

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

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



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

<b>AO3 (iii) Sentence Structures, Punctuation and Spelling</b>		
<b>Marks</b>	<b>Skills Descriptors</b>	<b>Content Descriptors</b>
1	<ul style="list-style-type: none"> <li>• some sentences</li> <li>• some accuracy in spelling of simple words</li> <li>• random punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some monosyllabic words spelt correctly</li> </ul>
2-3	<ul style="list-style-type: none"> <li>• in sentences</li> <li>• generally accurate basic spelling</li> <li>• evidence of conscious punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• may use mainly simple and compound sentences, with occasional complex sentences; may use discourse markers in an enhanced way</li> <li>• simple words spelt correctly</li> <li>• occasional full stops</li> </ul>
4-5	<ul style="list-style-type: none"> <li>• uses a range of securely demarcated sentence structures</li> <li>• some accurate spelling of more complex words</li> <li>• starts to use a range of punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• some conscious variation of syntax though not always grammatically secure; may use complex sentence with appropriate discourse markers e.g. <i>because, on the other hand</i></li> <li>• commonly used words spelt correctly</li> <li>• general accuracy in use of more than capital letters and full stops</li> </ul>
6-7	<ul style="list-style-type: none"> <li>• uses sentence forms for effect</li> <li>• generally secure in spelling</li> <li>• generally secure in punctuation which clarifies meaning and purpose</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• generally secure spelling of irregular, latinate, complex words</li> <li>• generally accurate in sentence demarcation, use of commas, question marks etc.</li> </ul>
8-9	<ul style="list-style-type: none"> <li>• uses full range of appropriate sentence structures</li> <li>• achieves a high level of technical accuracy in spelling</li> <li>• achieves a high level of technical accuracy in punctuation</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> <li>• accurate spelling</li> <li>• range of punctuation used in a sophisticated manner; colons and semi-colons used correctly when appropriate</li> </ul>