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**SECTION A: UNSEEN MEDIA**

**You must answer the question in this section.**  
**You should spend about 40 minutes on this question.**

1. How do the two texts, the leaflet from the Rare Species Conservation Centre and the World Wildlife webpage *Get Involved*, try to interest you in wildlife and nature conservation?

You should comment on the following:

- the content of the leaflet and the webpage
- the use of language
- design features, including layout and photographs
- any other aspects which you think are relevant.

Support your answer with examples from **both** texts.

**(Total for Section A: 25 marks for Reading)**

Write your answer to Section A here:

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**SECTION C: WRITING TO ANALYSE, REVIEW, COMMENT**

**There are two questions in this section. You should answer ONE of them.  
You should spend about 40 minutes on this question.**

4. You are in charge of raising funds for a youth group project.

Write a report for the project leader, analysing how you would fundraise, including the type of activity and publicity required.

**OR**

5. "Getting involved."

Comment on a leisure or voluntary activity in which you have been involved that has taken a great deal of time and commitment, and analyse why you were prepared to make such an effort.

**(Total for Section C: 25 marks for Writing)**

**Indicate which question you are answering by marking the box (☒).  
If you change your mind, put a line through the box (☒) and then indicate  
your new question with a cross (☒).**

Chosen Question Number:      **Question 4** ☒      **Question 5** ☒

Write your answer to Section C here:

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(Section C continued)

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Section C

(Total 25 marks)

TOTAL FOR SECTION C: 25 MARKS

TOTAL FOR PAPER: 75 MARKS

END



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