

SECTION A: UNSEEN MEDIA

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

1. Read the “Go Ape” and “Adventure in a world of trees” leaflets.

How do these leaflets attempt to encourage people of different ages to try out the activities described?

You should comment on the following:

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

Support your answer with examples from the texts.

(Total for Section A: 25 marks for Reading)

Write your answer to Section A here:



(Section A continued) _____

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(Section A continued) _____

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Section
A

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(Total 25 marks)

TOTAL FOR SECTION A: 25 MARKS



SECTION B: WRITING TO ARGUE, PERSUADE, ADVISE

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

2. You are going on an activity weekend with a group of friends.

Write a letter to your friends giving them advice on how to prepare for the weekend.

You should include advice on:

- the clothing and equipment they will need
- getting themselves ready physically
- how they should work together to make the weekend a success.

OR

3. “Young people spend too much time watching rather than participating in sport.”

Write a magazine article persuading young people to take part in sporting activities.

You could include:

- finding the right sport
- the benefits to health
- how to make time for sports activities.

(Total for Section B: 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 2** ☒ **Question 3** ☒

Write your answer to Section B here:



(Section B continued)

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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. For a website, you have been asked to review new electronic gadgets.

Write an article, commenting on the new gadgets.

You may wish to write about:

- style, size and ease of use
- value for money
- which gadgets you think will be most popular.

OR

5. “Young people think mainly about themselves and should do more to help others.”

Comment on this statement.

You may wish to write about:

- young people’s attitudes to helping other people
- the need to have spare time and relaxation in life
- the pressures on young people as they grow up.

(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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