

Marking notes

Remarques pour la notation

Notas para la corrección

May / Mai / Mayo de 2025

English A: language and literature
Anglais A : langue et littérature
Inglés A: Lengua y Literatura

Higher level and standard level
Niveau supérieur et niveau moyen
Nivel Superior y Nivel Medio

Paper / Épreuve / Prueba 1

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General marking instructions

These notes to examiners are intended only as guidelines to assist marking. They are not offered as an exhaustive and fixed set of features which all answers must include.

Answers which do not follow the approach suggested in the guiding question, but have provided an alternative formal or technical focus should be rewarded appropriately in line with the assessment criteria.

Instructions générales pour la notation

Ces notes ne sont que simples lignes directrices pour aider les examinateurs lors de la notation. Elles ne peuvent en aucun cas être considérées comme un ensemble fixe et exhaustif de caractéristiques que les réponses doivent présenter.

Les réponses qui ne suivent pas l'approche suggérée dans la question d'orientation, mais qui ont adopté un autre angle technique ou formel doivent être récompensées de manière appropriée, conformément aux critères d'évaluation.

Instrucciones generales para la corrección

El objetivo de estas notas para los examinadores es servir de directrices a fin de ayudar en la corrección. No deben considerarse un conjunto fijo y exhaustivo de características que deban estar presentes en todas las respuestas.

Las respuestas que no sigan el enfoque recomendado en la pregunta de orientación, pero posean un enfoque alternativo, de carácter formal o técnico, también deberán ser valoradas de acuerdo con los criterios de evaluación.

1.

Text type
Advertisement
Elements of the text significant for analysis
• use of persuasive elements, including layout and interplay of words and images • use of hyperbolic adjectives (“ultimate”, “unparalleled”, “forever”, “perfect”, “breathtaking”, “captivating”, “exceptional”, etc.) • repetition of adjectives/adverbs (“unparalleled”, “genuine” and “genuinely”, “perfect” and “perfectly”, “captivating”, “breathtaking”, etc.) • use of photographs to depict an impressive city skyline and river view yet unimpressive interior does not match hyperbolic descriptions • use of clichés (“no expense spared”, “properties like this don’t last long”, etc.) and a critique thereof, as the photographs do not depict the luxury that the words describe • the bookends of sanctuary metaphor and its connotations • use of punctuation (exclamation marks at the beginning and end, use of a dash, hyphenated adjectives, commas separating multiple clauses that build the positive description of the apartment, etc.) • use of imperatives (“discover”, “enter”, “contact”, etc.) • use of second-person point of view and synthetic personalisation (“you can easily reach”, “as you stroll”, “you can gather”, “you’ll appreciate”, etc.) • implications of a luxurious lifestyle (“unparalleled lifestyle experience”, “resort-style complex”, “privilege of utilizing a private stairway”, pool “tested daily by the caretaker”, “exclusive feature”, “your own wine rack”, etc.) • implications of peaceful natural/organic surroundings within a city (exquisite gardens that establish a “tranquil and harmonious ambiance”, “cultivate and gather your own herbs for gastronomic delights”, “panoramic views of sunrises”, blue sky in photographs, greenery and blue pool in floorplan, etc.) • implications of a social lifestyle (“BBQ area where you can gather with friends”) • implications of a physically fit/active lifestyle (“For those who love cycling”, “Within walking distance”, etc.) • implications of an upper-class professional lifestyle (“offers from \$569,000”, “executive”, “those working in the city”, etc.) • emphasis on practicality and convenience (“multiple storage solutions”, “effortless access to numerous amenities”, “right at your doorstep”, etc.) • use of personified verbs (“boasts”, “presents”, “offers”, “be welcomed by”, etc.) • use of appearance-oriented/image-oriented verbs (“showcases”, “presents”, “boasts”, etc.) as if the apartment is on display for status • structure of advertisement: begins with the qualities of the individual apartment, then proceeds to the benefits of the location, followed by the luxurious assets of the complex, and concludes with a call to action with a sense of urgency • use of enumeration of characteristics that appeal to a variety of buyers • floor plan that exhibits the apartment and the grounds • use of colour in the logo, photographs, and floorplan.

2.

Text type
Infographic
Elements of the text significant for analysis
• text and image present indicators of wealth and advantage, making the case that digitally engagement is the route to a better life at every level, from lessening one’s environmental footprint to better earnings and savings • the central image of the river divides the red and green “sides”– students may also mention the symbolic importance of rivers, the cracks on the lefthand side, the fact that only one person has crossed the river, that the means of crossing are the three bridges each made up of text explaining how it is done, or the significance of the purple flags each with a single word • the use of contrast in colour, symbols, statistics, people, attitudes, etc. • triangle-shape signs signal “caution” on disadvantaged side • lens flare circles on both sides reinforce the idea that this is a “snapshot” of reality • contrast in landscape: winter vs. summer, night vs. day, barren landscape and rocks vs. green grass and flowers • contrast in people’s activities: people look a little lost/confused/aimless on disadvantaged side, while on other side, people are happy, have purpose and pep in their step, and are engaged in wellness activities such as cycling, running and meditation • contrast in presentation of disability: people are independent on the advantaged side and dependent on the disadvantaged side; the one person with a physical disability in the more engaged side is piloting their wheelchair independently while on the less engaged side the elderly person in a wheelchair has a less relaxed pose and has a caretaker with her • contrast in presentation of race: people of colour dominate the disadvantaged side and, while this might reflect different levels of engagement online in those social groups, it also potentially reinforces a negative stereotype • the “Good things” foundation logo is repeated, pointing to the non-profit company as a solution to the digital divide problem • sun in centre of image can be setting sun to one side but rising sun to the other • footprints and fingerprints are presented on the advantaged side, suggesting that digital connectedness can lead to impact (it can impact us, and we can use it to impact our environment); additionally, a fingerprint is the logo for the Good Things Foundation, suggesting the importance of its impact on people’s lives • statistics add credibility to the infographic, especially since data sources are noted • signposts suggest that the digitally unengaged lack skills, motivation, confidence, and access, and have concerns about safety; the engaged side does not necessarily address these issues. Instead, it lists the benefits of digital engagement as: saving money, earning more, being happier, and bringing more value to the UK • pun on the phrase, ‘Fix the digital divide “for good”’ which is not only part of the infographic’s title but is the company’s working slogan.