

Marking notes

Remarques pour la notation

Notas para la corrección

November / Novembre / Noviembre de 2024

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
Online Article
Elements of the text significant for analysis
<ul style="list-style-type: none"> • the use of a self-righteous tone (negative/accusatory/frustrated/critical/philosophical/concerned/clichéd, “we, the remaining media” etc.) and how this emboldens the author’s criticism • the use of an online article to explore the author’s critical concerns and underline the informality of the text as a “reflection” (combination of short, complex sentence structures, paragraphing, pacing, etc.) • the use of imagery to reinforce the author’s tone (apocalyptic imagery, “precarious path”, “hurtling”, “melting” etc.) • the characterisation of the “Real Journalist” or “species” of Real Journalists (honest, virtuous, humble “anchors” of democracy, servants of “Truth” etc.) as opposed to the implied ‘fake’ journalist and how the author uses this representation to further his argument • the use of metaphor (Real Journalists as an endangered species; internet as weaponry; social media as a Pandora’s box etc.) and how these are used to emphasise the author’s message • the use and effect of language techniques such as alliteration, parallelism, repetition (“change”, “Real Journalists”) etc. • the use and effect of punctuation, font and capitalisation (“Real Journalist”, “Truth” etc.) • the use and effect of informal language, casual voice and synthetic personalisation • the use of scientific language (“lesser spotted”, “species”, “record” etc.) and how this is used to create humour as the author acts as a wildlife observer • the use of exaggeration (“potentially deadly Pandora’s box”, “weapons more dangerous than nuclear and thermonuclear bombs”, “terrifying flux” etc.) to underline the author’s message • the connotations of the newspaper title and logo (maverick as independence, eagle as honesty/freedom) and how this relates to the topic and content of the article • the purpose of the cartoon (various social media outlets, icons, figures with expressionless features) and how this is used to portray new forms of journalism and further underline the author’s criticism of social media and ‘fake’ journalism • the use of contrast - particularly the ‘fake’ social media journalists versus remaining ‘Real Journalists’ as representations of good and evil - and how this contributes to the author’s message about change and highlights his inability or unwillingness as a ‘Real Journalist’ to adapt to the changing environment • the criticism of modern journalism/social media and the irony of context in which this article is represented.

2.

Text type
Appeal
Elements of the text significant for analysis
<ul style="list-style-type: none">• the use and effect of the image and how the isolated nature and hopeless condition of homeless youth is reinforced by the content and composition of the text (marginalised chair, empty space etc.)• the simplicity of the text (abandoned chair and box, white print, barren image etc.) and how this functions as an emotional appeal• the use and effect of colour (dominant dark red, dull grey, shadow/light etc.)• the use of language (e.g., direct address, metaphor, oxymoron, repetition, anaphora, short sentence structures, alliteration) to emphasise the message of the text• the use and effect of advertising language and techniques (logo, slogan, word play etc.)• the use and effect of contrast and parallelism (the worn chair and box of belongings exposed to the elements versus the excess and safety of the house etc.)• the use and effect of symbolism (abandoned chair representing homeless youth; the fenced bars restricting access; an open gate suggesting opportunity etc.)• the use of an accusatory tone (achieved through synthetic personalisation (“you”) and direct address) to draw attention without distancing the audience• the manner in which both text and image show youth homelessness to be an invisible problem (absent homeless figure, repetition of “you see” etc.) and how this relates to the theme of sight and insight• the use of irony as it shows the audience what they “see” rather than explicitly demonstrating the reality of youth homelessness• how the theme of potential is restated through both text and image (slogan, chair facing sunlight, open gate etc.)• the commentary on consumerism and allusion to restoration and up-cycling to appeal to the audience• the manner in which this text functions as an appeal, questioning behaviours and attitudes towards youth homelessness, the positive nature of the appeal rather than the negativity of traditional appeals asking for monetary contributions.
