

International Advanced Level English Language

Unit 3: Crafting Language (writing)

Exemplar Scripts and Commentaries

January 2024 Series





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Introduction

- The purpose of this pack is to provide teachers and students with some examples of responses to International Advanced Level English Language Unit 3: Crafting Languages (writing).
- The responses in this pack were taken from the January 2024 examination series. The question papers and mark schemes can be found on the Pearson website [here](#).
- In this pack you will find a sample of responses, examiner commentaries and marks.
- If you have any enquiries regarding these materials or have any other questions about the course, please contact our English subject advisor on teachingenglish@pearson.com



Section A: Creating Text

Question 1

In this section learners are presented with a selection of linked source texts upon which they must base their own text that meets the criteria of a new genre. The source texts are taken from a wide range of genres, that could be texts intended for either print or digital production.

Examples of sources might include advertising, charity appeals, recruitment campaigns, speeches, opinion columns, magazines, e-mails, brochures, interviews, blogs, information texts, scientific articles, news reports, descriptive passages, diaries, letters, travel writing, advisory texts and texts for children.

The genre of the new writing is prescribed, but learners then choose their own audience, purpose and context which allows them the freedom to adopt a suitable persona and authorial voice.

There are 20 marks available for this question that is assessed against:

AO5: Demonstrate expertise and creativity in the use of English to communicate in different ways.

Section B: Commentary

Question 2

Section B, question 2, requires the learners to produce an analytical commentary on the text produced in Section A, question 1. This should explore the intended audience, purpose and context of the article and how this influenced the learner's choice of register, tone and language techniques as well as discussing structure, organisation and how the original sources were adapted to create a new text.

Performance in January 2024 suggests that the most challenging aspect continues to be the analysis of language techniques that is often less successfully handled than commentary on audience, purpose and context.

There are 30 marks available for this question which is assessed against:

AO1: apply appropriate methods of language analysis using associated terminology and coherent written expression.

AO2: demonstrate critical understanding of concepts and issues relevant to language use.



AO3: analyse and evaluate how contextual factors and language features are associated with the construction of meaning.

AO4: explore connections across texts informed by linguistic concepts and methods.

As section A and section B are linked, this unit is assessed as a whole.

Script 1, Section A

Genre	Audience	Purpose	Context
Blog post	People with a hobby of photography. readers of photo memories Blog.	To persuade people to become photographers by informing them	This blog post tries to get people interested in photography to make it a career. <i>it is on the blog's landing page.</i>

Photography is a memorable job with memorable works. Your

Tips and Tricks to become a professional photographer

Nonetheless, with the common nature of photographs, we may not forget to acknowledge the importance of photography itself. Memories come and go. They are fleeting. They disappear as soon as the moment ends. However, with the help of photography, they can be captured into a lifelike depiction of what that moment was like. Nonetheless, with the right technique and artistic skill, a memory can be portrayed in a more subjective way. As photographers, we are the middleman between a ~~fleeting~~ fleeting memory and ~~a moment audience~~ a memorable moment, a nostalgic audience.

We hope we have said enough to inspire aspiring photographers into seeing the importance of this field. Professional photography is a memorable job prospect for those of you who are ready to make moments last forever.



But moments don't last forever if you can't maintain ~~the~~ the business! Here ~~are some~~ is some advice from our fellow writers of Photo Memories Blog and well-known photographers with lucrative businesses.

1) Take the freedom as ~~an~~ opportunity to experiment.

from one of our interviewees (linked [here](#)), one of the most unique features of being a professional photographer is the freedom and flexibility.

You can experiment with different types of photography from gigs at a wedding or advertisements and fashion magazines. Especially when you're starting out, finding your niche is ~~important~~ going to define how you express yourself creatively.

Same goes with your personality. Wedding gigs may require more client interaction than photographing for scientific research purposes. If you're good with animals, try wildlife photography in your local ~~par~~ safari, or take a hike to capture the world's prettiest sunset at the top of ~~the~~ a mountain.

Yasuyoshi Chiba, a ^{professional} photographer, covered both the Olympics and Kenyan wildlife in the same year. There are no limits to the combinations you can create.



2) Make YOURSELF memorable.

Here are two examples of a professional photographer's resumes and websites. Not only do your photos have to be memorable, but if people can't remember your special talent or niche as a photographer, they'll assume the quality of your photos to be forgettable as well.

In the link attached above, the web design in the first example is much more user-friendly and pleasing than the harsh white and small font of the second. You would want a page that compliments and showcases your work in the best way possible. The beige-toned background of the first example complements the Kenyan sunset and the resting lion's color scheme. Photographed by the legendary Yasuyoshi Uchida, this website does justice in showing his art.

Present yourself the way your photos want to be presented.

3) Remember that photography is art.

Just because you've got the best DSLR on the market and the most flexible tripod, or the ~~most~~ clearest lens that shows all the subject's pores doesn't mean your photos will ~~look good~~ be "memorable photography."

Amy McDonald, ~~an outdoor photographer, finds peace in outdoor photography~~ ~~one~~ one of the featured photographers on our blog, finds peace in outdoor photography. She takes photos on both her phone and



a DSLR camera. ~~you~~ You don't need the latest gadgets to take good photos that show ~~the~~ your perspective of the world. ~~But~~

Revisiting a site multiple times is what Amy does to learn and observe the setting. She takes time and patience to capture the setting through her own lens.

Maybe ~~you~~ your lens require quick, rapid shots of simultaneous movement or strenuous adventure to find the perfect angle.

You are the artist, and the camera is your tool. A paintbrush, pencil, crayon or lens, you are creating your own art from your own perspective.

~~You can~~ There is nothing stopping you from becoming a memorable member of this field. These tips and advice are enough to let you know the basics of what you should keep in mind to kickstart your photography journey.

Visit Photo Memories blog [here](#) for more in-depth advice. Until next time! We hope you remember us then.



Section A: Examiner comment and mark

A notable strength of this response is how well it makes use of the source material, in combining a range of opinion pieces and links to interviews, with a well-organised section listing practical advice. The key point here is that the learner does not simply lift from the source material, but rather the source material is reshaped in a highly original and effective way.

Another strong feature of the response is the way in which features of the blog are used to really good effect. For example, an engaging title ('Photography – a memorable job with memorable works'); clear sections ('Here is some advice from our fellow writers ...'); use of internal and external links ('Visit Photo Memories blog here' ; 'Here are two examples of professional photographers' resumes ...') ; clear call to action ('There is nothing stopping you ...') an engaging, friendly tone to encourage interest ('If you're good with animals, try wildlife photography ...') use of some more formal and technical terms in what might be termed a 'professional' blog ('DSLR camera'; 'beige-toned background'; 'flexible tripod').

Finally, there is assured and effective crafting of the text to engage and inform the audience. For instance, the nice variation of sentence length: 'Memories come and go. They are fleeting.' and the creative use of metaphor: ' ... we are the middleman between a fleeting memory and a nostalgic audience'.

Overall, the response meets all the criteria for level 5 on AO5. Very impressive.

Section A: Level 5, 20 marks



Script 1, Section B

The language choices, contextual factors and genre and audience factors will be commented on in this essay.

The genre of the ~~piece~~ piece, being a blog post shows multiple structural choices that ~~are~~ enhance its appearance and purpose. The title ~~mentions two~~ is divided into two sections. The first section: "Photography: ... work" provides an introduction to what the Photo Memories Blog advocates for: the captured memories in photos. The second half tells the reader the purpose of the article: to inform ~~and~~ them with advice and persuade them ~~to~~ to become a ^{professional} photographer. This blog ~~post~~ post, as written in the context section, is located in the landing page of the website. The two-part title clearly illustrates the blog's "slogan" and provides links to other blog posts. This article serves as an introduction to the blog's selling point and invites readers ~~to~~ to read more. Hyperlinks are included by including an "underlined" formatting to words that link to other articles. This builds on the purpose of the article which is to inform, ~~and~~ and it provides readers with information beyond the blog post. The structural choice of using ~~the~~ the rule of 3 ~~points~~ to illustrate 3 points makes the advice easy to digest. The rule of three helps the audience memorize the three tips, and it categorizes each



piece of advice into its own section. ~~The title~~

~~of the~~

Another key aspect of the article is the extended metaphor of photographs and memories. Throughout the whole text, including the title and name of the blog, this extended metaphor ~~infuse~~ filters all the pieces of advice and ~~temp~~ purpose of the article. The first ~~article~~ paragraph explains the metaphor with the sentence "Homer, with the help... was like." The use of shorter-length sentences such as "Memories come and go, - moment ends" enhances the effect of how memories are fleeting and temporary by quickly moving on between sentences. The semantic field of memories ~~are~~ appear throughout the article as well. ("memories", "remember", "fleeting", "nostalgia")

The metaphor also dives into the nuances of memories. Since they are subjective, this is portrayed in multiple descriptions. The semantic field of perspective appears in the introductory paragraph and the final part. ("subjective", "perspective", "lens", "observe" and "depiction".) This creates a mutual understanding between the author and the audience and creates



depth to the analogs of photography and memories.

Wordplay and double meanings are also ~~mentioned~~ included.

An instance ~~is~~ such as "through your own lens" can be interpreted as "through one's own perspective" or literally, their camera lens.

The contents of the pieces of advice are taken from the provided sources and moulded to fit in with the theme of memories. For example, ~~From~~ Text A mentions the business aspect of being a professional photographer which influences the first and second points. Semantic fields borrowed ~~by~~ from Text A include that of social media ("website", "user-friendly") and the examples of photography gigs ("wedding", "scientific research", "fashion.") There are multiple mentions of Yasuyoshi Chiba and his ventures to Tokyo and Kenya from Text C as a prime example for both flexibility (Point 1) and presentation (Point 2). Amy McInerchall from Text B provides tips for outdoor shooting, but the blog post frames her perspective in Point 3 to illustrate the artistic aspect of professional photography.

Since the post doesn't mention a lot of photography tips but rather "how to start a photography business", it caters to the audience mentioned. As they already have photography as a hobby, they already own a camera or have



basic knowledge and previous works that can be personally monetized. Hence, the unnecessary boasts of proficiency were not mentioned in order to keep the audience hooked and not stray away from the subject.

Personal and professional opportunities come in a more ^{figurative} ~~figurative~~ sense. Instead of mimicking Text A and listing the types of gigs available, this article mentions more intangible qualities such as freedom and flexibility, expressing oneself and capturing memories. This creative twist is enhanced by the final paragraph linking the reader to other, more in-depth blog posts. The vagueness of these points provides an opportunity for other articles to write, and the versatility makes this article fit for the website's landing page.

The techniques used to connect the ~~reads~~ audience with the author is through the voice. Though the use of synthetic personalization ~~through the~~, the voice mimicks verbal speech of the author talking to the audience directly. The pronoun "you" can be both plural or singular which allows the ~~versatility~~ versatility of talking to one specific ~~read~~ reader or the whole target audience. The technique ~~is~~ appears in the title



"Your tips and tricks" up until the final sentence.
"We hope you remember us then" in the final paragraph plays on the analogy of memories and photos while also establishing a relationship between the audience and author, making them eager to explore more.

Juxtaposition is also used to illustrate the flexible nature of photography. In the first point, "listy" juxtaposes "weddings with advertisements and fashion magazines" and "Olympics and wildlife" to show the vast number of choices for a photographer to choose.

The third point juxtaposes "photos - on phone and a DSLR camera" which shows the versatility in equipment. A phone is often associated with unprofessional and informal photos while a DSLR implies the opposite. Any McDonald's example of phones and DSLRs don't have a professional photographer can utilize both types of equipment.

The transition from introduction to advice sections also include juxtaposition. "moments last forever / But ... if you can't maintain the business!" provides a condition to the reader, making them have the purpose to keep reading.

To conclude, the article uses multiple techniques such as juxtaposition, extended metaphors, voice and syntactic personalization to persuade a hobby photographer to become a professional through



improving the benefits of photography. The techniques
used enhance the choice of genre, audience,
purpose and context effectively.

Section B: Examiner comment and mark

This is a highly convincing commentary. The learner had made specific decisions about audience, purpose and context for the blog and was able therefore to make detailed and insightful comments about why they had crafted their writing in a particular way. The response provides lots of examples and uses relevant terminology to analyse the intended effect of techniques.

There is evidence of critical understanding of genre, with perceptive comments on the use of features of the blog. The learner also evaluates features of layout, its location on a website landing page, use of hyperlinks and so on. There is also analysis of the structural features of the piece ('rule of 3') and, importantly, how these link to purpose and audience.

There was also critical examination of technical methodology that made some use of appropriate terminology, e.g. the application of 'synthetic personalization' theory; creation of a 'voice'; use of 'juxtaposition' and effective transitions. The evaluation of the use of extended metaphor around 'memory' is interesting and perceptive. The learner has also effectively evaluated their re-working of the source material, offering clear reasons for the choices made.

Although the response certainly fulfils the criteria for Level 4 on this question (there being plenty evidence of discriminating analysis expressed with some sophistication) and is evaluative in its approach, the range and depth of technical methods and terminology did not quite meet the criteria for Level 5. For example, there is limited analysis at sentence level and quite a bit of time was spent on the extended metaphor. Overall, the response sits on the border of Levels 4 and 5.

Section B: Level 5, 25 marks



Script 2, Section A

Genre	Audience	Purpose	Context
Blog post	youth, aspirants of photography	to inform and persuade readers on the benefits of photography	opportunities of photography

Imagine just being able to capture ~~the~~ the world in just a single lens. Doesn't that seem a little weird to hear? I mean the world is just too big to ~~be~~ be captured in "one single frame". But what if I told you that we... yes "we" could do that pretty easily easily.

Just by making use of your creative and ~~logical~~ ~~skills~~ logic related skills you ^{might} ~~may~~ be able to conquer that. The only ~~that~~ ~~that~~ requirement you may suffer at could be photo editing and (no!) I do not mean the normal editing features you find on your 6-inch ~~into~~ devices. The editing you may have to actually learn is the real (pro) version of editing. Why, you may ask?

Well, cause you not only have to take those ~~sp~~ ^{awesome} snaps on your devices but also have the ability to literally make them appear as if they've come from heaven hyperbole.



Secondly, you can't just take some random looking pictures which ~~don't~~ don't ~~specialise~~ specialise in your areas of expertise. ~~You can specialise in your interest field :-~~

|| You can specialise in your ~~path~~ path of interest.
For instance :-

1) {Clicking pictures of random new borns who just got their entry pass to this world} humor.

2) Snapping portrait pictures of those fashionista models who become trendy every other day.

3) For advertisements. Basically for those who want their products to be sold at some points.

These mentioned areas are just 5% of what's actually out there. You find photography everywhere, literally!

NOW, what are the common tasks of every other photographer ignoring where they specialise in?

First things first, you can't take pictures on your very own, you have to fulfill certain needs of ~~you~~ & your client so discussion with your client may be the first and foremost task you have to accomplish.



And then we have all the little tasks like — choosing locations, selecting the appropriate cameras, etc. etc.

See how easy it is. Well ~~these~~ this was just the beginning. Let me ring your brain a little.

The ~~the~~ amount of time of spend on taking pictures from the whole process may just vary ~~far~~ from 10 to 20 percent. Yes THAT'S IT. Now, I have something very exciting coming up... one of the biggest and I mean ~~it~~ biggest perks of being a photographer is the joy of being able to express yourself and use your "creative mode" to present everything you capture in your own signature way.

It will not only allow you to grow on a professional level but also help you open yourself up to the world of creativity and freedom. As it allows you to be your own boss.

~~And furthermore~~ And for those who have great love for nature, this is just the thing for you.

From being able to ~~catch the~~ attain to the ~~the~~ the ~~prettiest~~ prettiest Landscapes {Landscape shots and historical events and the evergreen gardens} You may feel like the whole world is in your palms.



They keep you calm and at all zoned out from these horrifying current affairs.

The ~~development~~ development and growth of your creative job may come to a ~~new~~ path where you're getting orders for outdoor portrait shots, ~~and~~ canvas prints and what not?

For many of you who are already convinced for this idea. Take some of these tips ~~for~~ given below:-

imperative

- ⇒ Enter the world during the so called "Golden hours."
- Revisiting your location multiple times may allow to get more and more creative with time.
- ⇒ CARRY A TRIPOD

Many of you may just think of photography as a hobby but what if I tell you that it can become your actual career?

Well, imagine being able to do what makes you happy and get recognition at the same time.

The finest ~~the~~ inspiration I could find for you "to be photographers" is the award-winning ~~photo~~ photojournalist ... Yasuyoshi Chiba. Who is ~~that~~ ^{he}?

Well, she's the photographer who was able to cover the



olympics and paralympics in his home country which is Japan. { Don't this an ~~very~~ unexpected example? Don't this something which most of you ~~might be~~ might be never expected? }

~~well~~ He not only covered both of these world-~~wide~~^{wide} events but also enabled himself to compile his "work life" and "private life". Don't we all dream of that?

~~lastly~~, Becoming a photographer may be a personal choice of your own, but ~~the opportunity~~ I may be able to ~~convince~~ convince you about the endless opportunities you may be able to grasp on a personal & and professional level.

Coming to my conclusion, if ~~you are~~ you are persuaded by the endless benefits I have listed, ^{then} you may also ~~to~~ also want to refer further to different places for the ~~inauguration~~^{inauguration} of your career as a ~~photographer~~^{photographer}.

Let me list out a few links and tips for you. The first thing you may ~~wanna~~ want to do would be to visit the website below:-

www.photography.com

This website ~~intill~~ all the amazing career opportunities you may want to see as a first-hand learner.



At the end, opportunities do come and go by but
make sure to always choose the path which lets you
be your own boss.

Section A: Examiner comment and mark

The response shows a lack of fluency at times, e.g. 'The only requirement you may suffer could be at photo editing ...'; 'let me ring your brain a little', but it still has many positive features in its efforts to engage an audience.

The learner has chosen to produce a much more personal blog than in Script 1 and it becomes evident quite quickly that the chatty personal style is in fact self-limiting, with the expression of ideas at times becoming overly lengthy. However, while the piece could have been better organised, it is still engaging. For example, the blog has no title, but the opening rhetorical question is a clear attempt to engage the reader; there is sustained use of direct address; some sentence variety is used for effect ('See how easy it is.') and attempts at humour ('clicking some random newborns') - although not always successful - do show an awareness of audience.

Although the blog genre is not always convincing, this response is better than simply 'clear and straightforward', that would be typical of Level 3. Some Level 4 criteria were met.

Section A: Level 4, 14 marks



Script 2, Section B

My written blog post is all about the personal and professional opportunities of photography. My chosen audience are the youth who are interested in taking photography as a hobby and for those who may want to choose it as a career option. Furthermore, the purpose of this written blog was to elaborate on the hidden benefits of photography and also aim to persuade my readers into going for it.

The ~~begin~~ beginning of my blog has been established using a major use of hyperbole as I begin – "Imagine just being oooo single lens". This use of exaggeration was made to create an ~~am~~ amusing effect but also build curiosity in the mind of my readers. ~~Furthermore~~ Moreover, I have made ~~to~~ use of a ~~dummy~~ rhetorical question. ~~to build a~~ "Doesn't that seem... weird to hear?" which basically ~~builds~~ allows me to have a conversational tone and also build curiosity therefore allowing me to grasp a higher span of attention and engagement.

In addition, the use of ~~first~~ first person view – "I" showcases a sense of personal opinion as a ~~o~~ I draw in my readers making them ~~think~~ be more persuaded



towards my purpose. Simultaneously, the use of quotation marks: ~~attends~~ "one single frame" not only adds emphasis but also allows me to ~~capture~~ ~~attention~~ capture attention from my readers ~~at~~ and also allowing it to look more appealing.

~~But~~ on the other hand, the use of "logic related skills" rather than "logical skills" not only enhances engagement but also makes it more appealing to the eyes of those young readers of this generation who may use such language. My use of exclamation sentence: "no!" allows me to be expressive yet being able to ~~illustrate~~ grasp curiosity from my readers as they may come up with a different answer to my statement mentioned above.

~~The use~~ moreover, I have used "6-inch devices" as a synonym for "mobile phone" to add a humor to my ~~blog~~ blog as keeping my readers engaged may

be one of critical parts of writing. In contrast, the use of colloquialism in order to fit the needs of my audience has added better understanding of my purpose. Lexical devices such as: — "pro", ~~the~~ "snaps", "First things first", "Fashionista", all add up to ~~as~~ fit my specific audience and also help captivate attention throughout the reading time.



The use of discourse markers :- "now", "secondly" etc have elongated the layout of my blog as the ideas are able to align ~~and~~ to fit my purpose.

~~my lexical choice~~ To further add humor, I have employed the use of lexicons such as :- "random looking pictures", "Clicking pictures of to this world", etc has allowed me to keep my readers engaged throughout my blog as the readers or audience are mainly from the generation where ~~books~~ ^{reading} barely exists. So this use of lexicons not only keep ~~a~~ it entertaining but also allows me to attain a higher attention span from my fellow readers.

The use of bullet points — "(1), (2), (3)" allows me to successfully align all my points making ~~it~~ then in a chronological order and also sticking to the point. Moreover, ~~this~~ opting this use of graphological connotation has allowed my readers to navigate my ideas on an easier surface level.

Simultaneously, the use of direct address "you" has enabled me to grasp attention but at the same time building a ~~conv~~ conversational tone with my readers. Employing this use of lexical choice has also allowed me to directly address my readers and making them more



relatable by placing them in every situation or context I have presented.

~~The~~ the illustration of aural texts :- "ring" has allowed me to captivate the ears of my readers and also make it a ~~lot~~ lot more appealing to them by using in my statement- "let me ring your brain a little". This allows me to ~~keep~~ let my readers build a higher sense of curiosity and also wonder on how I will persuade them into my purpose.

The use of temporal adverb - ~~that~~ "Now" has ~~also~~ given me the chance to showcase of what the ~~next~~ next step is and also allowing ~~them~~ ^{them} to have a sense of place and purpose by using this.

The use of ^{facts and} statistics have been made ~~successful~~ successful ~~by~~ from the ~~usage~~ extraction of information from text. This allow my blog to look a lot ~~more~~ more credible and believable as my ~~audience~~ ^{audience} ~~belongs~~ ^{readers} belongs to the generation of factual statement so this technique of persuasion may make my blog add more ~~and~~ authenticity.

~~The use~~ The opting of the phrase- "to be your own boss"



in the middle and ending paragraphs was done in order to actually make my readers catch it and actually build curiosity. As these type of relations are majorly used by the readers of the 21st century.

~~The~~ In addition, the employment of asyndetic listing ~~was~~ — "Landscapes ~~for~~ gardens" ^{is} ~~was~~ done to add a rhythmic effect and also make ~~the~~ my statement look more clear and concise. Furthermore, this use of rhythmic techniques has allowed me to create a sense of ~~the~~ endless opportunities for future photographers as well.

My imperative statement: "Take some ... given below!" allows my reading to have a feeling of curiosity and also read further into my blog post. Moreover, this use of imperatives ~~allow~~ ^{illustrates} to have a conversational tone ~~between~~ ^{with} the reader and also create a ~~sense of~~ sense of informality.

~~The use of~~

~~Simultaneously~~ simultaneously, the techniques of using upper case letters was made to make my blog post look more appealing to the eyes of my readers as they ~~may~~ may not only be inspired by my information but also appearance. Furthermore, this also allows



me to add emphasis towards my guidelines making it seem a lot more crucial.

The further implementation of the linguistic technique question:- "Isn't ... expected" was done in order to add feelings of curiosity and also make my readers wonder on my purpose which I aim to convey

Going on, I have made use of a dummy auxiliary verb "don't" to connect with the my readers and also create a friendly of informality. This allows me to use contraction as a method to hopefully grasp a higher amount of engagement from my readers.

Section B: Examiner comment and mark

Although it feels a little formulaic at times, the commentary covers a reasonable range of different points and offers some good examples. Points made are accurate and coherent. However, in general, the links made between form and function are weak. The ending feels rushed and list-like, the learner perhaps having spent too long on Section A and possibly trying to do too much.

In the opening sections, the learner makes a number of pertinent points about purpose and audience and how these affected the choices made about tone and voice, as well as recognising the significance of building a relationship with the audience: 'This use of exaggeration was made to create an amusing effect but also build curiosity in the mind of my readers'. Some attempt is made to link linguistic choices, their effect and the reasons why the choice was made:

'My use of the exclamatory sentence 'no!' allows me to be expressive yet being able to grasp curiosity from my readers as they may come up with a different answer to my statement mentioned above. Moreover, I have used '6 - inch devices' as a synonym for mobile phone to add humour to my blog as keeping my readers engaged may be one of critical parts of writing. For contrast, the use of colloquialism in order to fit the needs of my audience has added better understanding of my purpose.'



As the commentary progresses, however, it becomes a list of techniques – all using generally accurate terminology, but with increasingly limited analysis ('discourse markers'; 'lexicons'; 'graphological connotation'; 'aural verbs'; 'temporal adverb'). A number of points are made without the important link to reasons why a particular technique was used. Where there is an attempt to make a link, the reason given tends to be vague and generalised: 'the employment of asyndetic listing ...is done to add rhythmic effect and also make my statement look clearer and more concise'; 'my imperative statement ... allows my reader to have a feeling of curiosity'; 'I have made use of a dummy auxiliary verb 'Don't' to connect with my readers'.

Overall, this response meets all the criteria for Level 3 and sits on the boundary between Levels 3 and 4.

Section B: Level 4, 19 marks



Script 3, Section A

Genre	Audience	Purpose	Context
Blog post	Everyday online surfers that read blogs and someone who is lack of information about the occupation of photographer or want to be a photographer	To inform and inspire readers about the working conditions and benefits of being a photographer, encourage them to be a photographer	A Blog for social media, like facebook and the Red.

To become a photographer — Shine your lights

Have you ever thought about working outdoors with a diverse range of strangers, cultural architecture and animals? I know this sounds like an absurdity to a large amount of people^v, because we are pretty comfortable to work in a cozy conditions: an office with^{cooling} air conditioner in a scorching summer and heater in a freezy frenzy winter. ~~It~~ It is undeniable that working with familiar counterparts is appealing, but do you want to discover the world by your own eyes? To become a photographer, there is^v a wealth of opportunities to interact with the outdoors. If you are working for the Nature, you can spend almost to a whole day to observe the daily routine of an elephant; If you are working for a Journalism company, you would ~~have~~ be able to visit ~~a~~ various of landscapes and impressive great architecture; or if you are working ~~by~~ ^{for} yourself, you could even capture^v ~~moments at~~ the most gorgeous moment beside a river or at the top of the mountain and sell these photos to ~~the~~ magazines, artists website or any companies to make profit. I understand that we tend to stay at home to be a professional couch potato, scrolling the screen of social media and consuming those photos



from professional photographers. Who could blame them as being a passive receiver? Well, I am not going to blame myself here. ~~But~~ However, I still want to share with you that, discovering the beautiful world by our own is much more appealing than staring at the electronic device's screen. Let's look at this story: Yasuyoshi Chiba was ~~is~~ a photographer in 2021. Yasuyoshi is not allowed to go inside ~~the~~ Tokyo during the Tokyo Olympics 2021, so he can only take pictures to record how ~~is~~ Japan looks like during Olympics ~~season~~ ^{month}. This is a priceless moment for Yasuyoshi because the same scenario would only happen once, and he is moved by ~~the~~ realizing how people's cheers encourage the athletes. ~~Isn't~~ Isn't this interesting? You ~~a~~ can ~~be~~ discover which more ^{touching-heart} ~~kindly de people~~ moment rather than receiving the official livestreaming of competitions.

~~Furthermore~~ Furthermore, do you want to be surrounded with the ^{peaceful} natural environment in this chaotic world? Here is a fun fact: ^{during} ~~main~~ the covid-19 pandemic period, the ^{average} mental health condition of natural photographer is higher than average homebody who are staying at 'Bubbles' ~~in~~ in a quarantine. Capturing the romantic pinky sunset, listening to dripples in a ^{nearby} ~~time~~ pond, observing how dogs interact with each other. These are what ^{some} ~~a~~ photographers did

in 2020. To get in touch with the ~~earth~~ sun, ~~the~~ wind, and cloud can benefit mental health. I know some of us might be pessimistic about the society nowadays, due to the frequent earthquakes and tsunamis, terrorists and wars, and even the decrease in global



average happiness index. I acknowledge that the world is ~~too~~ chaotic and messy and there is a range of difficulties that have to be tackled, but ~~it is also~~ ~~not~~ the spread of ~~fast~~ false information by some expresses also exaggerated this sadness. If you ~~that~~ ^{become} a photographer and ~~stop~~ ^{start} out, you might find that there are still ~~many~~ ^{many} kindness and goodness in the world.

Still concerns about being a photographer? Fret not! The most ~~esse~~ ~~is~~ significant ~~base~~ thing to become a photographer is not your financial ability. ~~The~~ Amy McDonald, a professional photographer said "I see three elements to my photography: the kit, composition and the creative edit. I believe the kit comes last in those three in order of importance" - Amy used DSLR (Digital single Lens Reflex) camera ~~when~~ she started her photographer career, which is affordable to most of people. Beside a camera, she also ~~likes to~~ ^{loves} clicking away with her phone. See? Even if you ~~can~~ do not have a professional camera^{or any accessories}, you can still become a photographer. ~~If you~~ ~~There~~ are many online course about photographing on Youtube, you can learn how to develop from a new-bird to a veteran, how to set up lighting and ^{how to} use Photoshop to edit photos without any extra learning costs! All of these resources are completely accessible for you. If you do not have an idea of being a photographer at all, try to watch a few of them and see what happens to your passions!



Not surprisingly, becoming a photographer also brings various personal and occupational opportunities to your life. If you are able to make ~~man~~ enough appointments so the income can support you to become a self-employed photographer, you can experience how to manage your tiny company on your own! (You could find ~~some~~ supporting information of this on the website of Scotland's National Skills Agency). Furthermore, you will meet ~~one~~ peoples from different areas, with different occupations during interacting with your clients. This provides such a big social networking opportunities on you! Just imagine you meet a CEO in his bedroom, and you take many photos ^{that} ~~get~~ is he ^{satisfying} with and decide to meet in you by improving your gear?

Don't afraid to meet difficulties! ~~There is a~~ Start with a simple click on your phone and post it, see how your ^{priceless} creative ideas shine!

"Photography became an ~~outlet~~ outlet for my emotions and was a way to express myself."

—Amy McDonald



Section A: Examiner comment and mark

This is a clear and straightforward response to the task. The learner clearly knows what she/he wants to achieve and understands that they are writing to engage an audience. While there is some evidence of knowledge of the blog genre, the piece could easily be a magazine article. Attempts to develop a relationship with an audience are fairly straightforward ('...see how your priceless creative ideas shine'; 'here is a fun fact...') if a little awkward at times. The lack of clarity and fluency has more of an impact here than in the previous two scripts above.

The most obvious weakness in this response is the rather clumsy way in which it uses source material, e.g. 'Amy McDonald, a professional photographer said...'; 'Yasuyoshi Chiba was a photographer in 2021...'. The response should be a piece of completely original writing, using the information in the source booklet, rather than just a summary of the sources. In order to access the higher Levels on this question, learners need to be selective in choosing what material to use and judicious in crafting their own piece.

This response does meet all Level 3 criteria but does not move beyond those.

Section A: Level 3, 12 marks



Script 3, Section B

This blog employs various language techniques to balance a ^{casual} ~~casual~~ and informal tone in conveying the key points of what does it look like of being a photographer. ~~The~~ Same conversational language and colloquial expressions are ~~are~~ adopted to appeal diverse audiences, for both frequent surfers and people who need more reasons to persuade themselves to become a photographer.

To commence with, the blog addressing readers ~~as~~ who are 'honeybody' directly, which is probably to majority of today to create a sense of relatability and commonality. It also ~~is~~ describes several vivid imagery of common working conditions for the middle-class ~~and~~ ^{or} upper-class nowadays in "an office with air conditioner..." this tapping into the relatable experiences of most of the readers and ^{to} attract ~~to~~ them to continue to ^{to} read and discover why ~~the~~ article saying the shining points of being a photographer. To complement, the writer use first person plural pronoun "we" to identify herself ~~are~~ with audiences and her experiences aligns with them.

There is a notable language choice of ~~being~~ employing rhetorical ^{the} interrogative sentences: questions in "who could blame them... well, I'm not going to blame myself here". The interrogative sentence provides a conversational tone between the writer and audiences, and serves as an invitational function to encourage response and participation of readers, ~~to~~ which would be successfully attract readers to read. This aligns with the nature of ~~the~~ informative blog that



~~after~~ appealing the attention from readers prior to providing compelling reasons of ~~the~~ why photographers. Furthermore, the ~~photo~~ self-referential statement "I am not going to blame myself here" creates a sense of humour by acknowledging she is with these readers that tend to stay in the cozy confines. This sense of commonality would make her ^{latter} words more persuasive since the writer shared ~~the~~ ^{similar} ~~same~~ ~~type~~ experiences and perspectives with them. This deliberate form of convergence is aligning with Gile's Accommodation Theory (1973) where she adjusted ~~her~~ her language to what readers would be comfortable with for the sake of building a close relationship between the writer and readers.

In the first paragraph, the text list three different scenarios of being a photographer, these vivid descriptions making the job more approachable to readers. While the writer describing the story of Yashvish, she employed the ~~historical~~ ^{historical}-present tense, to depicts things happened in past by using present tense. This creates a sense of immediacy and make the ~~the~~ experience more relatable to readers because they might feel ~~the story is happening~~ ^{themselves are involved} in the story.

~~The~~ Another language technique adopted by this blog is tripling, "caption listening... observing..." which creates a parallel structure in this text and induces rhythmic effect to increase the music quality of reading this blog. This makes the blog more fluent by



providing a flow, in addition it also creates a crescendo effect which would be able to emphasise the benefits of being outdoors.

The language choice of lexis also contributes to the conversational tone of this blog. "Fret not!" is a colloquial expression in daily communications, ~~to~~ which creates a tone that the writer is in a common discussion with her audiences. This is also a reassuring and confident phrase and provides an upbeat tone to make her audience perceive the occupation in a lighthearted atmosphere.

In contrast, the writer also employs some specific field lexis of photography such as "PSR" and "Scotland's National Skills Agency" to credibly supporting the blog and depicts the blog as a professional and reliable information, which might make ~~hard~~ the argument more persuasive. In addition, the writer employs both positive and negative vocabularies to convey a huge contrast between the world ~~took~~ on the social media and in real life. She used "chaotic" and "hissy" to describe the world ~~de~~ that is describing by some ~~fake~~ minor social media express, and use "peaceful" "gorgeous" and "beautiful" to the actual world seen by photographers. These positive words contributes to the upbeat tone and making it more acceptable for readers to embrace the idea of becoming a photographer.

At the last paragraph, the writers does did not use modal auxiliaries anymore, and imperative sentences "Don't afraid..." ^{and} "start



with..." are employed. Imperatives sentences are instructive and more persuasive. ~~to~~ The writer described the difference between lives of average housebody and photographers during covid-19 to creates a ^{vivid} ~~set~~ comparison and shows the benefits of being a photographer.

Overall, this blog ~~set~~ aligns with the Grice's Maxims of Communication Theory (1975) ^{by} ~~by~~ providing both casual and relax atmosphere of reading by ~~an~~ adopting conversational and lighthearted tone, which is comfortable for the readers. This blog also quote from professional photographers and employ specific occupation Jargon to credibly support ~~to~~ the argument, which obeys the maxim of quality. Providing true photographer's job scenarios make the conveying of conversation more relatable to readers and ^{obeys} ~~obey~~ the ~~to~~ maxim of relation.

Section B: Examiner comment and mark

The learner makes clear and relevant comments about their blog text, pointing out some language features using appropriate terminology ('tripling'; 'choice of lexis' etc.) but not always developing much analysis around these.

While the response makes a reasonable range of points about use of language, there is very little comment on how the source material has been used. In order to access Level 4 on this question, learners have to demonstrate 'discriminating controlled application' of understanding to the reshaping of the source texts.

The learner makes reference to relevant linguistic and psychological theories ('Giles' accommodation theory'; 'Grice's maxims') but there is not much development of these in relation to the text.

Overall, this was a solid response that sits comfortably in Level 3. Clear and relevant, but underdeveloped.

Section B: Level 3, 17 marks

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