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Unit 2 Language and Society

Mark scheme

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Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from oxfordaqaexams.org.uk

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International English language mark scheme

How to mark

Aims

When you are marking your allocation of scripts your main aims should be to:
- recognise and identify the achievements of students
- place students in the appropriate mark band and in the appropriate part of that mark band (high, low, middle) for each assessment objective
- record your judgements with brief notes, annotations and comments that are relevant to the mark scheme and make it clear to other examiners how you have arrived at the numerical mark awarded for each assessment objective
- put into a rank order the achievements of students (not to grade them − that is done later using the rank order that your marking has produced)
- ensure comparability of assessment for all students, regardless of question or examiner.

Approach

It is important to be **open minded** and **positive** when marking scripts.

The specification recognises the variety of experiences and knowledge that students will have. It encourages them to study language in a way that is relevant to them. The questions have been designed to give them opportunities to discuss what they have found out about language. It is important to assess the quality of **what the student offers**.

Do not mark scripts as though they were mere shadows of some platonic ideal (or the answer you would have written). The mark schemes have been composed to assess **quality of response** and not to identify expected items of knowledge.

Assessment objectives

This component requires students to:
AO1: Demonstrate understanding of methods, terminology, concepts and issues in English language.
AO2: Analyse how meanings are shaped in a range of texts and data.
AO3: Demonstrate ability to use English in different ways.

The marking grids

The specification has generic marking grids for each assessment objective that is customised with indicative content for individual tasks. These have been designed to allow assessment of the range of knowledge, understanding and skills that the specification demands.

Within each assessment objective there are five broad levels representing different levels of achievement. Do not think of levels equalling grade boundaries.

On the left-hand side of the mark scheme, in bold, are the generic descriptors that identify the performance characteristics at five distinct levels.

On the right-hand side are statements of indicative content. These give examples of the kind of things students might do that would exemplify the level. They are neither exhaustive nor required – they are simply indicative of what would appear at this level. You will find that they sometimes indicate areas of content that can be handled with increasing sophistication and subtlety. You will also find statements which only characterise work at the bottom or top of the range.

Depending on the part of the examination, the levels will have different mark ranges assigned to them. This will reflect the different weighting of assessment objectives in particular tasks and across the examination as a whole. You may be required to give different marks to bands for different assessment objectives.

Using the grids

These levels of response mark schemes are broken down into five levels, each of which has descriptors. The descriptors for the level show the performance characteristics of the level. There is the same number of marks in each level for an individual assessment objective. The number of marks per level will vary depending upon the number of marks allocated to the various assessment objectives covered by a particular question.

Having familiarised yourself with the descriptors and indicative content, read through the answer and annotate it (as instructed below) to identify the qualities that are being looked for and that it shows. You can now check the levels and award a mark.

Step 1 Determine a level

Start at the lowest level of the mark scheme and use it as a ladder to see whether the answer meets the descriptors for that level. The descriptors for the level indicate the different qualities that might be seen in the student's answer for that level. If it meets all the descriptors for the lowest level then go to the next one and decide if it meets this level, and so on, until you have a match between the level descriptors and the answer. With practice and familiarity you will find that for better answers you will be able to skip through the lower levels of the mark scheme quickly.

When assigning a level you should look at the overall quality of the answer and not look to pick holes in small and specific parts of the answer where the student has not performed quite as well as the rest. If the answer covers different aspects of different levels of the mark scheme you should use a best-fit approach for defining the level and then use the variability of the response to help decide the mark within the level; ie if the response fulfils most but not all of level 3 with a small amount of level 4 material, it would be placed in level 3 but be awarded a mark near the top of the level because of the level 4 content.

Step 2 Determine a mark

Once you have assigned a level you need to decide on the mark.

It is often best to start in the middle of the level's mark range and then check and adjust. If there is a lot of indicative content fully identifiable in the work you need to give the highest mark in the level. If only some is identifiable or it is only partially fulfilled, then give the lower mark.

The exemplar materials used during standardisation will also help. There will be an answer in the standardising materials that will correspond with each level of the mark scheme. This answer will have been awarded a mark by the Lead Examiner. You can compare the student's answer with the example to determine if it is of the same standard, better or worse than the example. You can then use this to allocate a mark for the answer based on the Lead Examiner's mark on the example.

You may well need to read back through the answer as you apply the mark scheme to clarify points and assure yourself that the level and the mark are appropriate.

In addition to the generic descriptors (presented in bold text), paper specific indicative descriptors (presented in plain text) are provided as a guide for examiners. These are not intended to be exhaustive and you must credit other valid points.

An answer that contains nothing of relevance to the question must be awarded no marks.

Annotating scripts

It is vital that the way you arrive at a mark should be recorded on the script. This will help you with making accurate judgements and it will help any subsequent markers to identify how you are thinking.

Where?

- in the body of the script
- in the margin
- at the end of each answer

What annotations?

1. Ticks for **AO1**

   - placed in the body of the script at the point of credit
   - single tick for Level 1, Level 2 and Level 3 credit - ✓
   - double tick for Level 4 credit – ✓✓
   - triple tick for Level 5 credit – ✓✓✓

2. Stamps for **AO2** and **AO3**

   - L1, L2, L3, L4, L5
   - placed in the margin at the point of credit

3. Written comments

   - A comment box at the end of each answer for each AO
     - green comment box for AO1
     - red comment box for AO2
     - blue comment box for AO3

You should write a summative comment at the end for each assessment objective.
Please do not write negative comments about students' work or their alleged aptitudes; this is unprofessional and it impedes a positive marking approach.

0 1 **Text A** (on page 3) is part of a speech by a politician to the UK Parliament.

The UK Parliament makes laws to govern the country. The politician is presenting her views about the links between food advertising and obese or overweight children. She is arguing for a new law to regulate food advertising.

Examine how the speaker in **Text A** uses language to:

- present her views
- show her knowledge
- achieve her goals
- influence others.

[25 marks]

AO1: Demonstrate understanding of methods, terminology, concepts and issues in English language
AO1 in the context of this question focuses on relevant methods and terminology.

Level/ Marks	Performance characteristics	Indicative content These are examples of ways students' work might exemplify the performance characteristics in the question above. They indicate possible content and how it can be treated at different levels.
Level 5 9–10	**Students will:** • **apply linguistic methods and terminology, identifying patterns and complexities** • **apply different levels of language analysis in an integrated way, recognising how they are connected** • **apply levels of language analysis with rare errors.**	Students are likely to describe features such as: • pragmatics, eg shared concerns about the dangerous and long-term impact of junk food advertising on children • discourse structure, eg organisation of the content and presentation of a strong argument • verb tense, eg past and present • complexity of clause structure and balanced phrasing reflecting the complexity of the issue.
Level 4 7–8	**Students will:** • **apply linguistic methods and terminology with precision and detail** • **apply two or more levels of language analysis** • **apply levels of language analysis with occasional errors.**	Students are likely to describe features such as: • variety of modifiers, eg evaluative, superlative adjectives, intensifying adverbs • modal verbs to indicate assurance and certainty • factual information and statistics to add weight to the argument • semantic fields associated with media, advertising and health • sentence type, eg complex and simple sentences.

Level 3 5–6	**Students will:** • **apply linguistic methods and terminology consistently and appropriately** • **label features that have value for the task** • **label features with more accuracy than inaccuracy.**	Students are likely to describe features such as: • aspects of formality and Standard English in spoken context • descriptive language and metaphor • sentence function, eg statement, question • pronoun use, eg singular and plural first person.
Level 2 3–4	**Students will:** • **use linguistic methods and terminology inconsistently and sometimes without value for the task** • **generalise about language use with limited/unclear evidence.**	Students are likely to: • refer to features of language that do not illuminate the analysis • make unsupported generalisations about language used • quote imprecisely to illustrate descriptions.
Level 1 1–2	**Students will:** • **quote or identify features of language without linguistic description** • **present material with limited organisation.**	Students are likely to: • quote relevant examples without any linguistic description.
0	**Nothing relevant written.**	Nothing relevant written.

AO2: Analyse how meanings are shaped in a range of texts and data.		
Level/ Marks	**Performance characteristics**	**Indicative content** These are examples of ways students' work might exemplify the performance characteristics in the question above. They indicate possible content and how it can be treated at different levels.
Level 5 13–15	**Students will:** • **explore use of language and representations according to context.**	Students are likely to: • explore ideas of power and persuasion within specific contexts, eg parliament and politics • explore how the speaker presents herself and her views • explore positioning of the audience as holding shared attitudes and values, and with the authority to make changes to laws • explore short-term goals (pass the new law) and long-term goals (improve health) • explore representations of childhood, advertising and health concerns.
Level 4 10–12	**Students will:** • **analyse how language choices create meaning and representations** • **analyse how aspects of context work together to affect language use.**	Students are likely to: • analyse ideas about political power and persuasion • analyse how the speaker presents the negative influence of advertising on children's health • analyse positioning of the audience as concerned about childhood health and obesity • analyse aspects of mode and genre, eg a prepared speech to parliament • analyse influence of audience and setting on language use.
Level 3 7–9	**Students will:** • **interpret significance of specific choices of language according to context** • **link specific language choices with an aspect of context.**	Students are likely to: • interpret persuasive language choices associated with formal speeches • interpret ideas about power and persuasion in a straightforward way • interpret choices of formality and register • interpret language choices in a linear or sequential way.
Level 2 4–6	**Students will:** • **identify distinctive features of language and significant aspects of context.**	Students are likely to: • identify the broad purposes of the text • identify some examples of persuasive language • identify text producers in general terms • identify audience in broad terms.

Level 1 1–3	**Students will:** • **paraphrase or describe content of texts** • **misunderstand text or context.**	Students are likely to: • give factual information about the text • show literal understanding of information • rely on lengthy quotations.
0	**Nothing relevant written.**	Nothing relevant written.

Turn over for Question 2

0 2 How far does a speaker's audience influence their language use?

In your answer you should refer to relevant ideas from language study, such as:

- how and why speakers change their language depending on audience
- other factors, apart from audience, that affect how speakers use language.

[25 marks]

AO1: Demonstrate understanding of methods, terminology, concepts and issues in English language AO1 in the context of this question focuses on relevant concepts and issues.		
Level/ Marks	**Performance characteristics**	**Indicative content** These are examples of ways students' work might exemplify the performance characteristics in the question above. They indicate possible content and how it can be treated at different levels.
Level 5 13–15	**Students will:** • **demonstrate an overview of issues** • **explore different views, approaches and interpretations.**	Students are likely to: • explore how language use is connected to ideas about varied audiences, eg familiar/ unfamiliar audiences, professional/intimate audiences, mass/individual audiences etc • explore reasons why speakers may make different language choices when speaking with different audiences, eg to build and develop relationships, to show knowledge and expertise etc • explore the significance of environment and setting when communicating with different audiences • offer perceptive, relevant and specific examples of language use • refer to scholarship accurately and specifically • use terminology accurately, with understanding.
Level 4 10–12	**Students will:** • **identify different views, approaches and interpretations.**	Students are likely to: • explain reasons why speakers may alter their language according to different audiences • explain how speakers may make conscious/subconscious choices about their language use depending on audience • explain appropriateness of language choices when speaking with different audiences • offer relevant and specific examples of language use • refer to scholarship accurately • use terminology, mostly accurately, showing understanding.

Level 3 7–9	**Students will:** • **show knowledge of relevant concepts and issues.**	Students are likely to: • recognise that speakers may vary their language depending on who they are speaking with • offer a relevant but straightforward account of how audience may influence spoken language use • give relevant examples of language use at a general level • refer to scholarship in general ways • use terminology with partial accuracy and partial understanding.
Level 2 4–6	**Students will:** • **show familiarity with the area of study.**	Students are likely to: • discuss the idea of audience very generally, with some reference to language • give limited, or very generalised examples of language use • attempt reference to scholarship, but with limited accuracy or relevance • attempt to use terminology, but with limited accuracy and understanding.
Level 1 1–3	**Students will:** • **discuss issues anecdotally without specialist knowledge.**	Students are likely to: • discuss the idea of audience generally or anecdotally, with no reference to language • exemplify language use with little or no discussion about audience • offer no references to scholarship • use terminology rarely or inaccurately.
0	**Nothing relevant written.**	Nothing relevant written.

AO3: Demonstrate ability to use English in different ways		
Level/ Marks	**Performance characteristics**	**Indicative Content** These are examples of ways students' work might exemplify the performance characteristics in the question above. They indicate possible content and how it can be treated at different levels.
Level 5 9–10	**Students will:** • **use form expertly** • **use and sustain register, effective for context** • **show outstanding technical control.**	Students are likely to: • guide the reader through a line of argument by using clear signposting • make effective connections between points and paragraphs • write with clarity and accuracy throughout.
Level 4 7–8	**Students will:** • **use form convincingly** • **use register, effective for context** • **show skilful technical control.**	Students are likely to: • demonstrate a line of argument • cover points in a well organised way • write with clarity and accuracy, showing only occasional errors.
Level 3 5–6	**Students will:** • **use form competently** • **use register, mainly effectively, for context** • **show competent technical control.**	Students are likely to: • communicate with clear topics and paragraphs • group points in a logical way • write with general clarity and accuracy.
Level 2 3–4	**Students will:** • **use form with some lack of control** • **use register appropriate for context at times** • **show basic technical control.**	Students are likely to: • attempt an essay format, with uneven result • achieve a formal style but inconsistently • show lapses in clarity and accuracy.
Level 1 1–2	**Students will:** • **use form limited to simple elements** • **shape language broadly for context** • **show limited technical control.**	Students are likely to: • make some points but with little or no organisation • attempt a formal style, with limited success • lack clarity and accuracy, impeding communication.
0	**Nothing relevant written.**	Nothing relevant written.