

Marking notes
Remarques pour la notation
Notas para la corrección

November / Novembre / Noviembre de 2023

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
Cartoon
Elements of the text significant for analysis
<ul style="list-style-type: none"> • the connotation of the collection’s title <i>No Exit</i> and the cartoon title <i>The History of Technology</i> to suggest the flawed nature of human behaviour and the ironic reality that history does not imply progress (higher-ability candidates may comment on the sense of continuation and the reader’s requirement to ‘fill in the narrative’ as well as the “Spot the Difference” and “Before and After” allusion of the text) • the representation of consumerism and human greed shown through the prominence of the central figure as representative of the human race with the primary concern of “ME” and the pursuit of happiness • the use and effect of symbolism especially that of the business suit signifying the ‘civilised man’, corporate workplace, modern rat race <i>etc.</i> • the use and effect of tone, considering the commentary on consumerism, the irony of human “civilisation” and the illusion of human progress (higher-ability students may comment on the contrasting live fish and dead fish underlining the detrimental effect of technological advancement and consumerism) • the use and effect of the self-dialogue (the clichéd use of “me”, repetition, exclamation mark <i>etc.</i>) • the use and effect of humour (noting the use of absurdity, irony <i>etc.</i>) • the use of exaggeration to directly address the issue of the text (e.g., chaotic, apocalyptic image and excessive pile of waste compared to the natural order of the first panel) • the use and effect of contrast (natural vs. man-made; minimalism vs. excess <i>etc.</i>) • the allusion of the modern man to an uncivilised, primitive man or a child after a tantrum and how this comments on the selfish and destructive nature of mankind • the unchanged facial expression, body language and characterisation (noting the dissatisfied frown and open-mouth) of the figure in both panels and how this relates to the idea that technological progress has not been accompanied by moral and emotional progress • the simplicity of the image and how this is used to highlight the message of the text (greyscale, two-panel cartoon, single figure <i>etc.</i>) • the use and effect of visual techniques such as soft/hard edges, smooth/rough patterns, size/proportion, focus, angle, graphic weight <i>etc.</i> • the use of a greyscale colour scheme and shading techniques such as stippling and cross-hatching to highlight the message of the text • the use and effect of structure and structural conventions within the text such as panel size, framing, composition and parallelism (sun & polluting chimney; birds & plane; mountains & buildings <i>etc.</i>).

2.

Text type
Advertorial
Elements of the text significant for analysis
<ul style="list-style-type: none">• the use of informal language such as colloquialisms and clichés (“adulthood”, “you do you”, “once upon a time” etc.) to appeal to a specific audience• the use of informative language, particularly statistics, data and explicit references to add credibility to the text• the use and effect of persuasive language such as rhetorical questions, bandwagon and bias• the use and effect of pronouns, inclusive language (“we”, “you” etc.) and narrative voice• the use of ellipsis and coordinating conjunctions (e.g., “And it comes in an adorably furry package”) to engage the reader and create a sense of continuity in the text• the use and significance of the webpage format and how this acts as context• the use of visual features that complement the content and tone of the written text (striking colours, positive imagery highlighting the vibrancy of youth; gender-neutral figures, absurd images of shopping for houses, cradling of dog etc.)• the manner in which the dual purpose of the text is achieved through content and the use of structure (integration of visuals; listicle style; subheadings, visualisation of statistics etc.)• the direct and honest approach of the author in creating a light-hearted but pragmatic tone (the transparency of the “Paid content” and “Paid for by” disclosures, the additional information for current and prospective customers etc.)• the juxtaposition of traditional life events/milestones and the contemporary expectations of adulthood (images of map and compass, text breaking into image boundary, “free to create your own path” etc.) in underlining the message of the text• the subtle irony in using a situation of financial hardship to the advantage of the advertiser along with the commodification of life events/milestones.
