

# GCE 2005

## *January Series*



# Mark Scheme

## English Language B

ENB1

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Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

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## Unit ENB1: Introduction to the Study of Language

### General Principles

Module 1 forms the basis for all future study in that candidates' understanding of and ability to apply the systematic frameworks to a variety of short texts is a key feature.

They will be asked to apply this knowledge and understanding in two ways.

- By grouping together a number of short texts, explaining the reasons for the groupings and some of the issues associated with them.
- By a stylistic analysis of both spoken and written texts.

Candidates will also need to understand the importance of audience, purpose, form and content in a writer's or speaker's language choices and the ways a text might be received.

### Assessment Objectives

Examiners should first be aware of the Assessment Objectives being tested in ENB1 and their relevant weightings. These are reproduced here.

This module requires candidates to:

- AO1 communicate clearly the knowledge, understanding and insight appropriate to the study of language, using appropriate terminology and accurate and coherent expression.  
(10% AS, 5% A2)
- AO3i use key features of frameworks for the systematic study of spoken and written English.  
(10% AS, 5% A2)
- AO4 understand, discuss and explore concepts and issues relating to language in use.  
(5% AS, 2 1/2% A2)
- AO5i distinguish, describe and interpret variation in the meanings and forms of spoken and written language according to context.  
(10% AS, 5% A2)

### Guidance on Task 1: Categorising and Grouping

The following guidance complements the published mark scheme and seeks to make that general scheme easier to apply to candidate answers to Unit 1.

#### Advice to Examiners

1. Be aware of time constraints of the task and their effect on student achievement: candidates have only forty-five minutes in which to familiarise themselves with the data, develop and apply language study based provisional categories and give reasons for their decisions. Teachers and examiners doing the task have found it demanding.
2. Mark positively seeking to credit the relevant knowledge, understanding and quality of explanation in a variety of student approaches.
3. Work on a best match principle. An answer may show features from different mark bands but there will be a balance of achievement indicating the mark band to choose.

**Key words for task:**

- Discuss various ways in which these texts can be grouped
- Give reasons for your choices

**Indicative Content**

Indicative Content about texts indicates some of those features of the selected texts which are likely to lead to informed language comment. The list is not comprehensive and the items will be amended and developed in the course of the standardisation meeting.

- Knowledge of different ways of classifying texts, e.g., form/content; modes/functions; spoken/written; genres; discourses.
- Recognition of similarities and connections across different categories.
- Understanding of the range of language diversity and of its significance for understanding the nature of human communication.
- The kinds of language features candidates are expected to observe and comment on are exemplified below with an indication of the framework they would need to understand the significance of these features.

**Task 1**

	<b>Skills Descriptors</b>	<b>Contents Descriptors</b>
0-5	<p>AO1 Rudimentary observations on lexis, grammar and phonology; rudimentary categories; inadequate expression; minimal use of terminology-frequently misunderstood.</p> <p>AO3i Limited knowledge of one or two frameworks; unreliable and unsystematic; minimal observations on texts and data.</p> <p>AO4 Attempts to comment on factors governing language in selected texts.</p> <p>AO5i Attempts a comment on one or two factors influencing form, meaning and diversity in selected texts; identifies a contextual feature of selected texts.</p>	<p><b>Answers in this range will not demonstrate effective language study method and may fail to respond to keyword prompts.</b></p> <p>AO1 Weak expression including inaccuracies that impede comprehension. Little sense of relevant focus.</p> <p>AO3 Mentions one or two language features without development showing understanding beyond that which could be expected at GCSE; general comments and implied deficit models.</p> <p>AO4 Mentions one or two ideas from language study without development showing understanding.</p> <p>AO5 A very little contextual awareness: impressionistic generalised claims.</p>
6-11	<p>AO1 Some general observations; some basic categories; faulty expression, limited use of terminology and, sometimes, misunderstood.</p> <p>AO3i Limited attempt at application of frameworks, in general not reliable and rarely systematic; observations on text confined to isolated references.</p> <p>AO4 Elementary comment on one or two factors governing language use in selected texts, though not always fully understood.</p> <p>AO5i Recognises one or two factors influencing form, meaning and diversity in selected texts; identifies one or two contextual features of selected texts.</p>	<p><b>Answers at this level will usually respond but with limited explanation and reference to the texts.</b></p> <p>AO1 Groupings may show a rudimentary level of language awareness: descriptions such as formal and informal, speech and writing may be noted but with little discussion. Coverage of the variety of the data may be limited to four texts. Reasons for groups will be outlined sketchily rather than explained and may show oversimplification and some speculation.</p> <p>AO3 Knowledge of some more accessible language frameworks: lexis and layout.</p> <p>AO4 Knowledge of some language terms and concepts learned during the course (non-fluency features, dialect). Some awareness of features of spoken language and/or interaction and language concepts.</p> <p>AO5 Awareness of contextual factors mainly based on everyday awareness.</p>

	Skills Descriptors	Contents Descriptors
12-17	<p>AO1 Makes observations, not always accurately, about language features and groupings with limited detail; accuracy falters, limited use of terminology.</p> <p>AO3i Attempts some application of frameworks but not always successfully, reliably or systematically; some valid observations on texts and data.</p> <p>AO4 Some informed awareness of a limited number of factors governing language use in selected texts.</p> <p>AO5i Able to recognise some features influencing form, meaning and diversity in selected texts; identifies some contextual features.</p>	<p><b>A basic response to the main demands of the task but with some oversimplification and omission. Sound sequential surveys are likely to fall into this band.</b></p> <p>There may be evidence of more assured knowledge and understanding emerging but this may be patchy and inconsistent.</p> <p>AO1 Manages some support by limited references to texts and explanation but this may be sparse.</p> <p>AO3 Approach to describing language mainly focused on lexis and layout.</p> <p>AO4 Groupings show an awareness of more accessible language study ideas and there is some discussion and explanation though this may be patchy. Some awareness of accessible features of spoken language (normal non fluency).</p> <p>AO5 Awareness of contextual factors shows some understanding beyond everyday awareness.</p>
18-23	<p>AO1 Generally accurate observations about language features and appropriate groupings; generally accurate expression, some use of appropriate terminology.</p> <p>AO3i Application of frameworks in evidence but some lapses in its reliability and lacking in systematic treatment; some valid/sensible observations on texts and data.</p> <p>AO4 Some understanding of a number of factors governing language used in selected texts.</p> <p>AO5i Some awareness of contextual factors influencing form, meaning and diversity in selected texts; identifies and interprets a range of contextual features of selected texts.</p>	<p><b>Answers at this level will usually meet the demands of the task with a clear structure and competent method. Beginning to explore some of the complexities.</b></p> <p>There will be some comparison of at least five texts with a range of possible groupings.</p> <p>AO1 Ideas will be explained clearly with references to the texts. Expression will be generally accurate.</p> <p>AO3 Systematic approach to describing language that goes beyond lexis and layout.</p> <p>AO4 Use of language terms and concepts in comments on groupings will be generally competent and insightful: aware of cross boundary texts.</p> <p>AO5 There will be a demonstrated awareness of the link between context and register. Starts to engage with some of the subtleties (e.g. cross boundary texts, multiple purposes and audiences).</p>

	<b>Skills Descriptors</b>	<b>Contents Descriptors</b>
24-29	<p>AO1 Clear observations about lexis, grammar and phonology etc; accurate expression with appropriate terminology.</p> <p>AO3i Generally reliable and systematic application of frameworks to group and investigate texts; makes generally secure observations on texts and data.</p> <p>AO4 Sound understanding of factors governing language used in texts.</p> <p>AO5i Shows awareness of factors influencing form, meaning, diversity in selected texts; generally clear description and interpretation of distinctive features of selected texts.</p>	<p><b>Clear structure with a linguistically informed method and a good sense of some of the complexities of the texts and groupings.</b></p> <p>AO1 The categorisations chosen and the reasons given for grouping will show a sound understanding of language study principles including terms, concepts and subtle awareness (e.g. the differences within the same groupings).</p> <p>AO3 Pragmatic and grammatical awareness.</p> <p>AO4 There will be a clear understanding of the very different speech styles represented in the data; there may be awareness of dual purposes or simulated interaction.</p> <p>AO5 Sound contextual understanding.</p> <p>Answers may show features of the 30-35 band but lack consistency in some important dimension.</p>
30-35	<p>AO1 Clear and detailed observations about lexis, grammar and phonology etc, accurate expression with appropriate use of terminology.</p> <p>AO3i Reliability and systematic application of frameworks to group and investigate texts; makes informed linguistic observations on texts and data.</p> <p>AO4 Perceptive insight into many factors governing language used in texts.</p> <p>AO5i Shows understanding of factors influencing form, meaning, diversity in selected texts; clear description and interpretation of distinctive contextual features of selected texts.</p>	<p><b>Will give a convincing account of the variety of data and offers a range of linguistically informed approaches to grouping and categorisation. Perceptive and subtle responses, very aware of complexities.</b></p> <p>AO1 A sense of system with clear explanatory coverage. Such answers will show due tentativeness in the claims that can be made of the evidence provided and will also show an argued awareness of the more productive groupings for these texts.</p> <p>AO3 Assured pragmatic and grammatical awareness.</p> <p>AO4 There will be a consistently alert and informed application of knowledge and understanding in the use of terms and concepts and/or in the incisive comments on text and task.</p> <p>AO5 Subtle and sophisticated contextual awareness.</p>

## Guidance on Task 2: Identifying Features and Analysing them in relation to Context

The following guidance complements the published mark scheme and seeks to make that general scheme easier to apply to candidate answers to Unit 1.

### Key words for task:

- Select spoken **Text A** or **B** and any two other texts
- **Analyse** the **language features** of the texts
- Explain how these language features are **affected by context**
- Use **appropriate** language frameworks to analyse the texts

### Indicative Content

- Some understanding of the contexts that may be relevant to a text, including the context of the reader or receiver.
- Reference to appropriate details of lexis, e.g. word origin and type, collocation, semantic fields, connotative/denotative meaning.
- Reference to appropriate details of grammar, e.g. sentence construction, use of adverbs, use of modal verbs, degrees of abstraction and nominalisation, cohesion, pronoun choices and features of text grammar.
- Some understanding of interdependence of lexis and grammar.
- Reference to relevant features of phonology (e.g. non-fluency, intonation, accent) and of conversation (e.g. interaction, turn-taking, agenda setting, context cues).
- Recognition of pragmatic factors that affect meaning (for example implied meanings, level of formality, style of address).
- Understanding of discourse features of chosen texts (for example distinctive lexis, evidence of authority/power in the chosen texts, form and purpose).
- Recognition of the role of graphological features.

### Rubric Infringements

- Where a candidate answers on neither Text A nor Text B the script should be assessed proportionally as being worth up to two thirds of the marks available.
- Where a candidate answers on both Text A and Text B the script should be assessed proportionally as being worth up to two thirds of the marks available.
- Indicate all rubric infringements in your comments and by writing RI clearly on the front of the script.

### Advice to Examiners

- Mark positively seeking to credit the relevant knowledge, understanding and quality of explanation in a variety of student approaches.
- Work on a best match principle. An answer may show features of different mark bands but there will be a balance of achievement indicating the range to choose.
- Pay attention to the assessment objective weightings in arriving at a holistic judgement.
- Candidates writing about only lexis and graphology are unlikely to score in the higher mark bands. Accurate grammatical and pragmatic comment is associated with higher mark bands.
- More effective answers should relate features to context; weaker answers will tend to identify features without explaining their contextual motivation or will explain contextual factors in a generalised manner.

- It is not feasible or even appropriate to expect candidates to apply all the language frameworks to each text in focus.
- Be aware of time constraints of the task and their effect on the student achievement.

**Task 2**

	<b>Skills Descriptors</b>	<b>Contents Descriptors</b>
0-5	<p>AO1 Rudimentary observations on lexis, grammar and phonology; inadequate expression; minimal use of terminology-frequently misunderstood.</p> <p>AO3i Limited knowledge of one or two frameworks; unreliable and unsystematic minimal observations on texts and data.</p> <p>AO4 Attempts to comment on factors governing language in selected texts.</p> <p>AO5i Attempts a comment on one or two factors influencing form, meaning and diversity in selected texts; identifies a contextual feature of selected texts.</p>	<p><b>Little effective stylistic method for dealing with this question.</b></p> <p>Extreme brevity and consequent minimal and/or incomplete coverage (possibly due to time management difficulties).</p> <p>Speculative commentaries that show little grounding in principles of language study.</p> <p>AO1 Quality of explanation will be limited and may be further impeded by inaccurate use of language.</p> <p>AO3 Focus on content summary without identifying significant language features.</p> <p>AO4 Identifies impressions of texts such as formal and informal without being able to identify the language features behind those impressions.</p> <p>AO5 Evaluative assessments of texts using unreflective and prescriptive model.</p>
6-11	<p>AO1 Some general observations on lexis, grammar and phonology; faulty expression, limited use of terminology and, sometimes, misunderstood.</p> <p>AO3i Limited attempt at application of frameworks, in general not reliable and rarely systematic; observations on text confined to isolated references.</p> <p>AO4 Aware of one or two factors governing language use in selected texts, though not always fully understood.</p> <p>AO5i Recognises one or two factors influencing form, meaning and diversity in selected texts; identifies one or two contextual features of selected texts.</p>	<p><b>Some limited stylistic method.</b></p> <p>AO1 The quality of explanation will be limited and may be impeded by inaccuracies and imprecision in the expression.</p> <p>AO3 Observations about language features may show a rudimentary level of language awareness with identification of a few more accessible surface features: typically these will be of layout and vocabulary.</p> <p>AO4 There will be demonstrated knowledge of some language terms and concepts learned during the course.</p> <p>AO5 There may be some attempt to link these to contextual factors but this will go little further than underdeveloped claims or impressions.</p>

	<b>Skills Descriptors</b>	<b>Contents Descriptors</b>
12-17	<p>AO1 Makes observations, not always accurately, about lexis, grammar and phonology with limited detail; accuracy falters, limited use of terminology.</p> <p>AO3i Attempts some application of frameworks but not always successfully, reliably or systematically; some valid observations on texts and data.</p> <p>AO4 Some informed awareness of a limited number of factors governing language use in selected texts.</p> <p>AO5i Able to recognise some features influencing form, meaning and diversity in selected texts; identifies some contextual features.</p>	<p><b>Evidence of more assured knowledge and understanding of stylistic method emerging but mainly surface features.</b></p> <p>AO1 The quality of explanation will lack development and there may be some inaccuracies and imprecision in the expression but most ideas will be sound, if often basic.</p> <p>AO3 Typically comments will focus on more accessible surface features.</p> <p>AO4 The candidate will manage to link some ideas from language study with contextual factors with some level of exemplification and explanatory commentary but this may lack development.</p> <p>AO5 Routine inferences that relate language features to contextual factors.</p>
18-23	<p>AO1 Generally accurate observations about lexis, grammar and phonology with some detail; generally accurate expression, some use of appropriate terminology.</p> <p>AO3i Application of frameworks in evidence but some lapses in its reliability and lacking in systematic treatment; some valid/sensible observations on texts and data.</p> <p>AO4 Some awareness of a number of factors governing language used in selected texts.</p> <p>AO5i Some awareness of contextual factors influencing form, meaning and diversity in selected texts; identifies and interprets a range of contextual features of selected texts.</p>	<p><b>Identifies a range of language features and relates these to contextual motivations. There may be the beginnings of engagement with subtler subtextual considerations but these are not developed.</b></p> <p>AO1 The quality of explanation will be clear although there may be some errors and inaccuracies in the expression.</p> <p>AO3 Identification of some features beyond lexis, layout and routine semantic inference. There may be some explicit awareness of issues relating to grammar, pragmatics and discourse.</p> <p>AO4 There will be an identification of some of the salient features of the chosen texts.</p> <p>AO5 Coverage of the relationship between features and contextual factors will be generally convincing although there may be lapses and some oversimplification.</p>

	Skills Descriptors	Contents Descriptors
24-29	<p>AO1 Clear observations about lexis, grammar and phonology etc; accurate expression with appropriate terminology.</p> <p>AO3i Generally reliable and systematic application of frameworks to group and investigates texts; makes generally secure observations on texts and data.</p> <p>AO4 Good awareness of factors governing language used in texts.</p> <p>AO5i Shows awareness of factors influencing form, meaning, diversity in selected texts; generally clear description of distinctive contextual features of selected texts.</p>	<p><b>Sense of linguistically informed method and a capacity to identify structural and subtextual factors. Subtler awareness and some perceptive contextual comments but at times not developed.</b></p> <p>AO1 Generally effective linguistic register.</p> <p>AO3 Pragmatic and grammatical awareness will be there along with the lexical and graphological.</p> <p>AO4 There will be a range of salient features identified in each of the three texts.</p> <p>AO5 Salient features will be effectively related to contextual motivations.</p> <p>Answers will meet the requirements for the band below but there will be a less explicit knowledge of language and/or a less consistent coverage of the texts chosen.</p>
30-35	<p>AO1 Clear and detailed observations about lexis, grammar and phonology etc, accurate expression with appropriate use of terminology.</p> <p>AO3i Reliability and systematic application of frameworks to group and investigate texts; makes informed linguistic observations on texts and data.</p> <p>AO4 Good awareness of many factors governing language used in texts.</p> <p>AO5i Shows understanding of factors influencing form, meaning, diversity in selected texts; clear description of distinctive contextual features of selected texts.</p>	<p><b>Consistent, linguistically informed method and a capacity to identify structural and subtextual factors. Subtle awareness. Very good on relevant contextual factors. All three texts must be covered well to achieve a mark in this band.</b></p> <p>AO1 The quality of explanation will be impressive with the accurate formal features of an effective linguistic register. This will include a capacity to explain complex features in detail. There may be due tentativeness concerning the claims that can be made and an awareness of other possible interpretations.</p> <p>AO3 Pragmatic and grammatical awareness will be there along with the lexical and graphological.</p> <p>AO4 There will be a range of salient features clearly identified in each of the three texts.</p> <p>AO5 Answers will identify salient linguistic features and relate these clearly and accurately to contextual motivation.</p>

## Indicative content for texts

The following indicative content suggests some of the features candidates may comment on and some of the issues they might find interesting to explore. The list is neither exhaustive nor prescriptive. It is offered as a starting point for examiners as they familiarise themselves with the texts and their linguistic and contextual features. When marking scripts examiners should seek to credit the identification of language features of all types in relation to contextual factors. Given the constraints of this exam, very few candidates will have time to note all the points made. Credit should also be given for insightful observations other than those made explicit below.

### Text A Piracy Warning

- The ominous warning tone and purpose of the text to warn people off buying pirate goods;
- The pragmatic issue that despite all of the doom and gloom warnings and apparently moral stance the main concern is that they lose money;
- The rather melodramatic tone and alarmist examples of the ‘evils’ of piracy;
- The representation (demonisation) of video piracy as a force to bring down the nation/world;
- The link between the words and the images – the stereotypical evil baddie, the images and sounds of destruction;
- The way in which the text makes it personal to the reader, when really the pirates are a danger to the profits of the video companies;
- The staged pauses in the delivery;
- The very scripted nature of the piece;
- The organisation of the piece – what piracy does, followed by the consequences;
- The way the script returns to the reader and their self-interest at the end;
- The repetition of the word ‘piracy’ for effect;
- Rhetorical qualities of the script – repetition, organisation, pauses, appeals to the listener.

### Text B Phone conversation

- The phatic talk at the start of the conversation;
- The acknowledgement of the machine as a presence in their conversation;
- The way Kate declares she is phoning and feels the need to justify why;
- Mentioning Susan has phoned her, as if making the route to this conversation explicit;
- Features of spontaneous conversation like overlaps and repetition – there are significant overlaps in this conversation – candidates may speculate as to what this shows of the relationship between the women and/or the nature of speaking on the telephone;
- Does one of the speakers have more power in this conversation?

### Text C Front cover from a teaching magazine

- Intertextuality – using generic conventions of a soap powder box to advertise the contents of the magazine;
- Striking graphological features;
- Candidates may comment on the fact that the contents are claimed to be ‘hazardous’ – it is not a very positive representation of teaching;
- This might suggest that the magazine is sympathetic to the demands of a teacher’s job;
- The magazine also advertises a ‘teachers on teaching’ survey, which again suggests it is sympathetic to the views/position of teachers;

- Use of the phrase ‘do you think out of the box?’ – a management expression for thinking creatively and also suggesting that teachers need to see beyond the demands of teaching outlined on the side of the panel of this box;
- Candidates might speculate about the narratee and the relationship the text is trying to establish with them.

**Text D            The opening of The Princess and the Pea**

- Traditional, formulaic opening of a fairy story – “Once upon a time ...”;
- Characters of Prince and Princess – what we would expect;
- Need for purity in this fairytale world – a real princess is needed;
- Gender issues – sexism for modern readers?;
- Rhythmic nature of the way the tale is told;
- Repetition;
- Fairly simple language;
- Concern with marriage and partners – familiar to us from other fairy tales;
- Source indicates this tale is ‘retold’ – candidates may speculate that it is an adaptation or a translation;
- The prince remains very anonymous – he has no name. What does he represent?

**Text E            The note**

- Private correspondence;
- A written text but absolutely minimal planning, very informal;
- Still however follows some generic conventions of a letter;
- Use of language features from texting being used in a handwritten piece – the abbreviated words, numerical symbols in words, non-standard spelling, @ symbol, sounds to represent words/parts of words (2, ‘c’ for ‘see’);
- Does use the apostrophe – would this be the case in a text message?;
- Informative purpose of text.

**Text F            The back of the cake packet**

- Who is the audience here? – Parents? Children?;
- The generic features of a recipe;
- Instructional writing;
- The humorous tone – “whoops! Don’t include the shell” etc;
- The need to be clear and use Standard English;
- The attempt to be slightly more informal and establish a ‘chummy’ relationship with the reader – “Take ‘em”, “Now eat ‘em!”;
- The role of the graphology – the comic strip images;
- Drawing on the known characteristics of Dennis the Menace – notably he doesn’t make the cakes;
- The warning in small print at the bottom;
- The graphological representation of preparation and cooking time at the top of the packet;
- The frequent use of exclamation marks – what does that do for the register of the text?

**Text G            The innocent juicy water label**

- Unusual name – presumably suggesting a ‘pure’ drink in terms of ingredients but idea of spiritual innocence picked up in graphology (bubbles merging into a face with a halo);
- Use of word ‘nice’ – slightly ironic? Not the usual over-exaggerated advertising terms. Also has connotations of respectable and morally good, which links to the word ‘innocent’;
- Slightly humorous tone throughout – a little ‘tongue in cheek’?;
- The supposed accuracy in the ingredients list – presumably we are not meant to believe it but it gives the idea of a hand-crafted drink;
- Personification of drink – ‘serve me chilled’;
- Unusual meaning behind symbol we usually associate with copyright. Here means ‘cool’. Does it have dual meaning?;
- Semantic fields of goodness – both nutritionally and spiritually (‘whole’, ‘pure’);
- Customer contact informative presented in an unusual way – as if you might want to ‘pop’ round if you are ‘bored’! Trying to establish a personal relationship with readers;
- Voices in the text – ‘please recycle me’, ‘we wanted to call them’;
- Who is the ‘we’ in the story of how the water is produced?;
- Very bizarre (humorous?) nature of story about the monkeys who belong in a union and go and collect the water;
- Construction of a narrative about how the water is produced that no one is supposed to actually believe. Creates the impression of a fun? Cool? Unusual? Company.

**Text H            List of qualities for a primary school teacher**

- Interesting that this text is from a booklet sent to parents. What is the purpose? To encourage parents to empathise with the challenging job of their child’s teacher? To try to prevent complaints or promote tolerance?;
- The ‘tall order’ nature of the list;
- The representation of the job as misunderstood, physically and emotionally challenging – almost impossible to do;
- The corresponding representation of the person who does it as some kind of superperson;
- Presentation of the text in the form of a handwritten checklist;
- There may be elements of truth in this list but it isn’t a serious person spec as you might receive in a booklet about a job.