Question		Guidance	Marks	Text features
2		Text B is a series of short articles adapted from BBC News website, posted on 22 June 2015. Using your understanding of relevant ideas and concepts, investigate how language features and contextual factors construct meanings in this text. Possibilities are provided below for guidance but any valid response should be rewarded. The text is multi-modal, and is topic is the preservation of an auditory heritage. This will raise issues requiring some kind of analytical method in order to connect the visual and auditory with the verbal. It is important that some effort be made to coalesce both features using apposite terminology. Some degree of selection of material, in order to give focus, is expected	24	Possibilities are provided below for guidance but any valid response should be rewarded. • Images raise connotations of nostalgia. There is metaphorical language for idealised (and non-idealised) memories but also reference to the use of technology to capture/record/store these for the future Representation of traditional element of English culture/nostalgia — familiar to most of adult readership Basis of the article is an attempt to capture shared memories from the past but there's also a focus on the use of modern technology to do so. • Discourse features of frequency, relevance and facticity. Lexis a wide range of proper nouns relating to people, places and organisations. Leading noun phrases in headlines, by-lines and authorial caption Sentences simple and compound declaratives — some nominalisation in clauses. A range of minor sentences/ listing First person singular and plural pronouns generally occur within quotations, the majority of the text is third person Range of adverbial structures. The connective 'But' used as a discourse marker_ Two references to 'man-made sounds' — traditional phrasing; not beholden to political correctness Vocative voice — 'you' — addressing the readership at times. Numerous collocations — 'rich pickings'; 'ice cream van 'future generations'. Creation of lexical fields/reference to British ideology — most able candidates may identify this.
				Juxtaposition of words and images/sounds (multimedia technology) to support this Onomatopoeia, reflecting the topic; attempts to mimic some of the sounds that will be recorded: 'swoosh'; •splat'. Use of numenc expression reflecting the fact that the topic relates to data-gathering Lexical fields of both history and technology, reflecting topic. Use of celebrity/anecdote_ Pragmatics some statements and utterances linked closely with specific cultural contexts and attempts to retain national identity, e.g. 'The trust wants thousands of recordings uploaded onto a digital map' 'It said the sounds of the coastline were constantly changing and the project would create an audio snapshot for future generations' Positive representation of the past Assumption of readership with shared values/cultural experiences, e.g. exophoric discourse via reference to previous decades; 'The Human League' and 'Heaven 17' Rhetorical question as an attempt to involve reader: 'But what are the things you can really only hear at the British seaside?' Textual cohesion: connectives used e.g. listing of 'Five sounds heard only on a British beach' Temporal references throughout, again links in with topic Multi-modality — click icon to hear recording; invitation to reader to become involved by uploading sound files themselves

There are a total of 24 marks available for **Question 2**
Decide on a mark for AO2 out of 12, and then a separate mark for AO3 out of 12. Add the two marks together to reach a total out of 24 marks. It is possible that candidates may achieve different bands for each AO: allocate the mark according to the level of competency demonstrated for each AO individually.

Level	AO2	Mark	AO3	Mark
6	• Candidates show an assured knowledge and understanding of relevant concepts and issues. • Candidates engage critically with the ways concepts and issues inform their analysis of the text's patterns of language use.	11–12	• Candidates offer a discerning exploration of a range of contextual factors and language features, and how they are associated with the construction of meaning. • Candidates evaluate in perceptive detail how contextual features inherent in the text are associated with the construction of meaning.	11–12
5	• Candidates show a good knowledge and understanding of relevant concepts and issues. • Candidates use their knowledge and understanding of concepts and issues to offer informed comment of the text's patterns of language use.	9–10	• Candidates respond in detail to a range of contextual factors and language features, and how they are associated with the construction of meaning. • Candidates will analyse in detail how contextual features inherent in the text are associated with the construction of meaning.	9–10
4	• Candidates show a sound level of knowledge and understanding of relevant concepts and issues. • Candidates use their knowledge and understanding of concepts and issues to comment on some language features in the text.	7–8	• Candidates make a sound attempt to respond to a range of contextual factors and language features, and how they are associated with the construction of meaning. • Candidates make clear, relevant response to the contextual features inherent in the text and how these are associated with the construction of meaning.	7–8
3	• Candidates show a largely accurate knowledge and	5–6	• Candidates make some attempts to respond to	5–6