



2013 English
Higher – Close Reading
Finalised Marking Instructions

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Part One: General Marking Principles for English Higher Close Reading

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the specific Marking Instructions for each question.

- (a) Marks for each candidate response must always be assigned in line with these general marking principles and the specific Marking Instructions for the relevant question. If a specific candidate response does not seem to be covered by either the principles or detailed Marking Instructions, and you are uncertain how to assess it, you must seek guidance from your Team Leader/Principal Assessor.
- (b) Marking should always be positive ie, marks should be awarded for what is correct and not deducted for errors or omissions.

GENERAL MARKING ADVICE: English Higher Close Reading

The marking schemes are written to assist in determining the “minimal acceptable answer” rather than listing every possible correct and incorrect answer. The following notes are offered to support Markers in making judgements on candidates’ evidence, and apply to marking both end of unit assessments and course assessments.

Some important general principles

The marking of Close Reading is not a straightforward, mechanical task, but one which requires from the marker a considerable element of judgement in all but the most straightforward questions – and these are rare. In a typical allocation there will be over 200 different answers to every question. In order to award the correct mark to each answer, you must be guided by the detailed instructions which follow, by the exemplification given at the Markers’ Meeting of how to apply these instructions, and by your own professional judgement.

If the standards and methods set out in these Instructions and at the Markers’ Meeting differ from those you are in the habit of applying in your own marking, then you must adapt your approach to that which is required in order to maintain the national standard.

Each response must be read carefully and the points being made by the candidate considered against the Marking Instructions. Be alert to apparently insignificant words such as “even”, “just”, “really”, “too” etc which often make the candidate’s thinking clearer.

The quality of candidates’ expression is not being assessed in this part of the examination. You must not, therefore, mark down an answer which is expressed clumsily – indeed you should be as sympathetic as possible to the candidates, who are working under extreme pressure. Conversely, you must not be seduced by fluent emptiness.

Answers to questions testing “**Understanding**” (coded “**U**”) must be expressed using “own words as far as is reasonably possible”. Where candidates simply quote from the passage, they gain no marks. In order to earn marks they must attempt, however inelegantly, to “gloss” the key word or words.

Answers to questions requiring “**Analysis**” (coded “**A**”) are the most difficult to mark accurately and consistently. Markers must adhere to the statements in the Marking Instructions (“Reference alone: 0”) about not awarding marks for mere quotation or mere identification of a feature of sentence structure. Nor should any marks be awarded for quotation plus repetition of the question (plus any amount of empty waffle). Inappropriate marking of this type of question (eg the mechanical ticking of quotations) can lead to serious over-rewarding of candidates. Only genuine comment by the candidate is eligible for marks. The comment need not be all that mature or sophisticated, even to score full marks in a question. The brilliant answer is easy to spot, but less luminous responses might also be worth full marks.

Answers to questions on “**Evaluation**” (coded “**E**”) will involve evaluation of the writers’ ideas (“**U/E**”) or the writers’ styles (“**A/E**”). Be guided by the points above and by the specific guidance in the Marking Instructions.

As in the past, some use is made of half marks in the marking of Analysis questions. This allows for more sophisticated discrimination and can reward candidates for making weakish but nevertheless acceptable points which might otherwise not gain credit. Half marks should not, however, be awarded where they are not deserved; conversely, they should not be used in order to deny full marks to all but the exceptional answer. Half marks are not used in the marking of Understanding questions.

Administrative matters

- Enter marks in red ink in the examination booklet as neatly and clearly as possible. The total mark for each question must be entered in the right-hand margin at the end of the answer. Nothing else should be entered in the right-hand margins.
- According to your own preferences, use ticks, crosses and lines within an answer to help clarify your marking, but **do not write any words or comments in any part of the booklet**. Necessary comment on a specific answer or on the work of a candidate in general can be made only by means of referral to PA or as part of a referral under the heading of Special Arrangements (in the case of suspected malpractice). For details of how to make such referrals, please refer to the General Instructions to Markers.
- Total the marks and enter the total (rounded up if necessary) to the “Others” box under “Total Marks” on the front cover.
- Check this total at least once.

Part Two: Marking Instructions for each Question

Questions on Passage 1

Question		Expected Answer/s	Max Mark	Additional Guidance
1	a	<p>Read lines 1-5.</p> <p>In what ways does the mall seem to encourage consumerism?</p> <p>There must be some attempt to use own words. Blatant lifts: 0</p> <p>Any two of the following for 1 mark each:</p> <ol style="list-style-type: none">1. retailers do not want consumers to sit down and take a break from shopping (“wooden bench purposely designed to be uncomfortable”)2. positioning of bench to maximise marketing opportunities (“placed alongside a digital screen”)3. use of technology to market products and to tempt consumers (“screen pulsing ever-changing adverts”)4. the mall offers diverse/seemingly endless methods for consumers to buy goods (“other outlets, other products, other ways”)	2U	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	b	<p>Show how the writer's use of language in these lines emphasises the intensity of consumerism in the mall.</p> <p>Marks will depend on the quality of comment on appropriate language feature(s). A single insightful comment on one of the following may be worth up to 2 marks; more basic comments will be worth up to 1 mark each.</p> <p>Reference alone: 0. Mere identification of feature of sentence structure: 0</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. “purposely designed” suggests drive and focus on the part of retailers 2. “pulsing” suggests screen is full of life, constantly moving; a heartbeat which energises consumers 3. “ever-changing” suggests incessant activity on screen, vast number of items on offer 4. list (“other ... ways”) emphasises the many options available to consumers 5. repetition of “other” highlights the many ways in which consumers can spend/ vast range of shopping choices 6. repetition of “spend” mimics the furious exhortations of retailers/the fast pace of consumer transactions 7. juxtaposition of repeated options (“other...other...”) and repetition of a single course of action (“spend”) it could be argued that the juxtaposition of choice and single activity highlights the narrowing focus/determination of consumers as they shop in the mall 8. “shoals” suggests the vast number of people who are in the mall/ suggests that the consumers move in a darting, uniform, unquestioning manner similar to that of a shoal of fish 9. “hurrying (in and out)” suggests pressurised, frenetic activity <p style="text-align: right;">(continued...)</p>	2A	

Question		Expected Answer/s	Max Mark	Additional Guidance
1	b	<p>(cont)</p> <p>10. “honouring” suggests that consumers view shopping as a duty to be carried out with devotion</p> <p>11. “creed” just as a creed is a set of religious beliefs or principles, so the consumers in the mall place great faith in shopping</p> <p>12. “turbo-consumer” suggests the activity of the shoppers is super-charged</p> <p>13. “live to shop” suggests a fundamental importance, as if a motto of the “creed”; climactic, summative statement</p>		
2		<p>Explain what the writer means, in the context of lines 6-11, when she says the young woman "doesn't subscribe to this ideology" (lines 7-8).</p> <p>There must be some attempt to use own words. Blatant lifts: 0</p> <p>Successful answers should demonstrate an understanding of the ironic contrast between the anti-consumerist slogan “All You Need is Love” (on an eco tote-bag) and the materialistic desire for “more shoes, skirts, scarves, belts”.</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • The young woman is more interested in buying things than in looking after others/the environment. • The young woman’s purchases demonstrate that she feels she needs more than just love. 	1U	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	a	<p>Read lines 12-25.</p> <p>Why, according to the writer in lines 12-17, might consumerism be considered harmless?</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Any two of the following for 1 mark each:</p> <ol style="list-style-type: none"> 1. it is not detrimental to one's health ("doesn't kill anyone") 2. it contributes to the national wealth ("keeps the economy going") 3. many people are employed in the retail industry ("it ... provides one in six jobs") 4. it creates contentment/pleasure ("it makes people happy") 	2U	
3	b	<p>Why, nevertheless, does she believe consumerism "cannot make us happy" (line 19)?</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Any two of the following for one mark each:</p> <ol style="list-style-type: none"> 1. there will always be new products which we crave ("Every time ... better than the one you have.") 2. consumerism acts like an addictive drug ("the heroin of human happiness") 3. consumerism can never fulfil our wishes ("... our needs are never satisfied ...") 4. the happiness offered by consumerism is only temporary ("The brief high we feel ... ") or ("... just enough to keep us going ...") 5. consumerism distracts us from what is really important ("... compensation for not having a richer, fuller life.") 6. acceptable reference could be made to aspects of lines 12–15, eg the implications of "treadmill" 	2U	

Question		Expected Answer/s	Max Mark	Additional Guidance
3	c	<p>Show how the writer uses imagery in lines 18-25 to emphasise her criticism of consumerism.</p> <p>Marks will depend on the quality of comment. An insightful comment could score up to 2 marks; a weaker comment will be worth up to 1 mark.</p> <p>Mere identification of an image: 0.</p> <p>When dealing with imagery, answers must show recognition of the literal root of the image and then explore how the writer is extending it figuratively.</p> <p>Possible answers/comments:</p> <ol style="list-style-type: none"> 1. “Turbo-(consumerism)” just as a turbo is a supercharger which gives an engine or mechanical system much more power, so the writer suggests that consumerism has become overpowering, having the potential to overwhelm other more meaningful aspects of life 2. “voracious appetite” just as a voracious appetite describes an insatiable desire to consume food greedily/ravenously, so consumerism encourages an over-indulgent approach to shopping 3. “seduced” to seduce is to tempt an individual, possibly into a sexual liaison or an unwise deed, so the writer suggests that the temptations of consumerism are hard to resist and may corrupt us 4. “heroin” just as heroin is a highly addictive narcotic, so the writer suggests that we can become dependent on consumerism 5. “(brief) high” just as a high is a temporary feeling of extreme happiness, so the writer suggests that consumerism offers only fleeting pleasure 	2A	

Question	Expected Answer/s	Max Mark	Additional Guidance
4	<p>Show how the writer's use of language in lines 26-33 conveys her disapproval of the large amount of space that is now devoted to shopping.</p> <p>You should refer in your answer to such features as: word choice, sentence structure, tone, imagery, . . .</p> <p>Marks will depend on the quality of comment. Insightful comment on one feature could score up to 3 marks; alternatively a candidate could make more basic comments for up to 1 mark each. For full marks there must be comment on at least two features.</p> <p>When dealing with imagery, answers must show recognition of the literal root of the image and then explore how the writer is extending it figuratively.</p> <p>Reference alone: 0. Mere identification of an image, a feature of sentence structure: 0</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. <i>list of different types of retail space (“shops ...malls”)</i> emphasises relentless expansion of shopping areas 2. <i>escalating nature of retail outlets within list (“shops, retail centres, giant malls”)</i> suggests an evolutionary process/growth which is difficult to stop or inevitable 3. <i>“giant”</i> suggests that malls are an overwhelming or frightening presence 4. <i>“taking over”</i> has connotations of conquest/invasion, suggests retail space is a hostile force winning a war 5. <i>“worldwide”</i> suggests global domination 6. <i>“mainstream”</i> associates the vast amount of retail space with the humdrum, mediocre, unadventurous 7. <i>“monoculture”</i> just as a monoculture is a crop of a single species, often grown in vast fields, so the enormous amount of shopping space lacks variety and restricts the growth of other activities which we could pursue <p style="text-align: right;">(continued...)</p>	4A	

Question	Expected Answer/s	Max Mark	Additional Guidance
4	<p>(cont)</p> <p>8. “footfall” suggests that so much retail space depersonalises us/ shoppers become mere statistics</p> <p>9. “grazing time” suggests that exposure to more retail space has lessened our ability to think for ourselves: we become like animals, following the herd/latest trend</p> <p>10. “(retail) creep” to creep is to move forward stealthily, possibly with the intention of causing harm, suggesting that the growth of shopping space has been insidious and may be harmful to society</p> <p>11. “ ... there’s not much else to do but shop.” creates a despairing/frustrated tone by using basic vocabulary in a matter-of-fact statement</p> <p>12. balanced structure/contrast of “The more... the less...” allows the writer to highlight the spiralling negative consequences of increasing retail space</p> <p>13. “citizens...make decisions...equally and collectively... world” rather elevated language suggests that increased shopping space removes our higher values, leaving us intellectually poorer and deprived of our basic rights</p> <p>14. “diminished” suggests reductive properties of increasing retail space</p> <p>15. balanced structure of “It may be ... but we simply have...” creates a dismissive/sceptical tone which allows the writer to highlight that more space devoted to shopping will ultimately deprive us of our liberty</p> <p>16. “simply” suggests we will be left with something basic, lacking value if we devote more space to shopping</p> <p style="text-align: right;">(continued...)</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
4	<p>(cont)</p> <p>17. Much can be said about “Kings as consumers, pawns as citizens.” eg:</p> <ul style="list-style-type: none"> • the use of antithesis and/or imagery allows the writer to emphasise and/or summarise the key idea that increased retail opportunities may lead us to believe we have power and control (“kings”), but the opposite is true: consumerism removes our ability to control our lives and, like “pawns” on a chessboard, we are manipulated by others and have very little power in the game as a whole/society • the very basic parallel structure of this final sentence strengthens the antithesis and emphasises the dismissive tone of “pawns as citizens”, thereby allowing the writer to highlight her view that we are deluded into thinking we are important when in fact basic rights of citizenship are denied us 		

Question	Expected Answer/s	Max Mark	Additional Guidance
5	<p>To what extent does her description of the shoppers in lines 34-40 suggest that the writer believes she is "over-catastrophising the consumer phenomenon" (line 34)?</p> <p>Candidates could argue either way or on both sides. A basic point will be worth 1 mark; a more developed answer will be worth 2 marks. Reference alone: 0.</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. <i>"teeming with shoppers despite the credit crunch"</i> suggests it's not a problem, because so many are still shopping and benefiting the economy (even in financially strained times) 2. <i>"people don't look ... disempowered"</i> suggests it's not a problem, because these shoppers still have the right to make their own decisions 3. <i>"people don't look ... depressed"</i> suggests it's not a problem, because the shoppers do not appear to be unhappy 4. <i>"purposeful"</i> suggests it's not a problem, because the shoppers are clear-sighted in their aims 5. <i>"teeming with shoppers despite the credit crunch"</i> suggests it is a problem, because large numbers are shopping even though they can ill afford to 6. <i>use of qualifying adverb "particularly" before "disempowered or depressed"</i> suggests that the writer cannot be whole-heartedly positive in her description of the shoppers 7. <i>"I suppose"</i> suggests a reluctance on the writer's part to see consumers in a positive light 8. <i>"strangely distracted ... magnetic shop signs"</i> suggests it is a problem, because the shoppers are not in control of their own actions, are in an almost hypnotic state 	2E	

Question		Expected Answer/s	Max Mark	Additional Guidance
6	a	<p>Read lines 41-56.</p> <p>According to the writer in lines 41-47, how can "evolutionary psychology" explain our need for material goods?</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>A developed answer: 2marks; a less assured response: 1 mark</p> <ul style="list-style-type: none"> we think our outward appearance, as represented by a display of material goods, has become the means by which we can indicate our suitability as a mate 	2U	
6	b	<p>Why, according to the writer in lines 48-53 ("But here's . . . their affection."), is "much of this simply not true"?</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Both of the following for 1 mark each:</p> <ol style="list-style-type: none"> most people are not aware of or concerned with what other people wear (ie acceptable gloss of "the vast majority of people ...wearing" and/or "The fundamental consumerist delusion ...") it is people's ability to express themselves, to display lively intelligence, to express love which matters (ie gloss of "their conversation, their wit, or their affection") 	2U	
6	c	<p>What does the writer mean by "selling the sizzle not the steak" (lines 55-56)?</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Both of the following for 1 mark each:</p> <ol style="list-style-type: none"> it is the image, style, presentation, promise, anticipation not the substance/the reality which matters 	2U	

Question	Expected Answer/s	Max Mark	Additional Guidance
7	<p>To what extent do you find the reference to the "two young shoppers" in lines 57-60 an effective way to conclude the ideas of the passage?</p> <p>Marks will depend on the quality of comment. For full marks there must be attention to the idea of a conclusion.</p> <p>The following points could be made, but all points which candidates propose will have to be judged on their merits.</p> <ol style="list-style-type: none"> 1. the attitude and behaviour of the "two young shoppers" are the embodiment of "modern consumerism" as mentioned in the opening sentence; they follow the creed of "live to shop", illustrating the idea behind the title 2. the "two young shoppers", as a device, allow the writer to return to the physical setting of the mall which is used at the beginning, in the middle and at the end, illustrating the scale of the shopping phenomenon 3. the "two young shoppers" provide a circular structure to the passage because the writer introduces "a young woman" near the beginning who is also laden with her purchases and engaged "in turbo-consumerism" 	2E	

Questions on Passage 2

Question	Expected Answer/s	Max Mark	Additional Guidance
8	<p>In lines 1-5, the writer claims his daughters are "addicted to shopping". Give two examples of their behaviour which justify this claim.</p> <p>There must be some attempt to use own words. Blatant lifts: 0</p> <p>Any two of the following for 1 mark each:</p> <ol style="list-style-type: none"> 1. they have shopped for a long time 2. they aren't selective, they shop everywhere and anywhere, in a variety of places, without discrimination 3. they shop with a sense of urgency and rapacity ("fall upon it") 4. their appetite for shopping is voracious ("greedily") 5. they are happy to do it even when they are unsuccessful, it's as much about the act as the acquisition 6. they enjoy every last detail, the minutiae of the process ("sizing up and calibrating") 7. the time they devote to shopping is senseless, illogical, inexplicable ("irrational") 8. they spend a huge amount of time on it 	2U	

Question		Expected Answer/s	Max Mark	Additional Guidance
9	a	<p>Read lines 6-18.</p> <p>Identify the key points made by critics of shopping.</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Any four of the following points for 1 mark each:</p> <ol style="list-style-type: none"> <i>shopping is an unimportant, shallow activity</i> ("futile and empty") <i>shopping distorts/cheapens personal values</i> ("materialist culture"; "substitute for ... faith"; "destruction of their spiritual life"; "destroying our moral well-being"; "what is wrong with the modern age"; "individualistic appetite") <i>shopping weakens social cohesion</i> ("rootless"; "substitute for politics, community participation"; "enemies of collective action"; "what is wrong with the modern age") <i>shopping is addictive, mentally destabilising</i> ("obsessive"; "psychosis"; "brainwashed dolts") <i>shopping damages relationships</i> ("substitute for ... family"; "destruction of ... interpersonal relationships which are central to their happiness") <i>shopping unleashes malignant market forces</i> ("slaves to the market"; "mass advertising"; "manipulation of desire"; "brainwashed") <i>shopping harms the environment</i> ("homogenise our high streets"; "industrialised malls"; "mass advertising") 	4U	

Question		Expected Answer/s	Max Mark	Additional Guidance
9	b	<p>Show how the writer's use of language in lines 6-12 suggests that he does not agree with the critics of shopping.</p> <p>Marks will depend on the quality of comment. A single insightful comment will be worth 2 marks; more basic comments will be worth up to 1 mark each.</p> <p>Reference alone: 0. Mere identification of a feature of sentence structure: 0.</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. “allegedly” casts doubt on, calls the critics’ views into question 2. “indulge” suggests the critics take pleasure in being critical, wallow in it, enjoy it to excess, make mountains out of molehills 3. “collective mass (tut-tutting)” suggests a co-ordinated group flexing its muscle in an organised, rather oppressive way 4. “tut-tutting” suggests the critics have a rather petty, patronising, puritanical, moralistic, superior, we-know-best attitude 5. “apparently” casts doubt on, calls the critics’ views into question 6. use of inverted commas suggests this derogatory expression people use about shoppers may not be appropriate, accurate, justified 7. exaggerated tone some candidates may identify and discuss the exaggerated, hyperbolic, bombastic tone adopted by the writer when mimicking, parodying, lampooning the language and/or cadence of the critics. In this respect, discussion of phrases such as “fully paid-up members”, “futile and empty”, “rootless, obsessive”, “what is wrong with the modern age”, “slaves to the market”, “enemies of collective action”, “homogenise our high streets”, “destroying our moral wellbeing” is likely to be profitable. 	2A	

Question		Expected Answer/s	Max Mark	Additional Guidance
9	c	<p>Show how the writer's use of language in lines 13-18 conveys the critics' negative view of consumers.</p> <p>Marks will depend on the quality of comment. A single insightful comment will be worth 2 marks; more basic comments will be worth up to 1 mark each.</p> <p>Reference alone: 0. Mere identification of a feature of sentence structure: 0.</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. “brainwashed” suggests they are indoctrinated, that they hold beliefs that no rational person would have 2. “dolts” suggests they are stupid, idiotic, slow-witted 3. “colluding” suggests they have been acting together in a deceitful way 4. “unwittingly” suggests they are not in control of their actions, that they are being led 5. “destruction” suggests what they are doing is extremely damaging, ruinous, catastrophic 6. “spiritual life” suggests they are damaging something which is central to their system of beliefs or to their very being 7. “central” suggests they are damaging something absolutely fundamental 8. climax of “happiness” to emphasise that something of fundamental importance is at stake 9. “on this scale” suggests that shopping has become something massive, out of proportion, unjustifiable 10. “this degree” suggests an unjustifiable level of intensity <p style="text-align: right;">(continued...)</p>	2A	

Question		Expected Answer/s	Max Mark	Additional Guidance
9	c	<p>(cont)</p> <p>11. repetition of “this” emphasises the extent of the consumers’ devotion to shopping</p> <p>12. “commitment” suggests a tremendous fixity of purpose, that they have given over their lives to shopping</p> <p>13. “psychosis” suggests shopping is akin to a mental illness/disorder, an obsessive, unbalanced state of mind</p> <p>14. climactic sentence ending in “psychosis” to emphasise the grave danger threatening consumers</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
10	a	<p>Read lines 19-39.</p> <p>Referring to specific words and/or phrases, show how lines 19-23 perform a linking function in the writer's argument.</p> <p>Four elements are required, ie points 1 + 2 for 1 mark and points 3 + 4 for 1 mark:</p> <ol style="list-style-type: none"> 1. "this condemnation" or "empty vessel" or "morally corroded" or "dark forces of anonymous markets" ... 2. ... refer back to the previous paragraph where the writer has discussed/outlined the critics' negative view of shopping/shoppers 3. "partial truth", "too quickly", "savouring that moment", "enhance their lives", "another diverting item" ... 4. ...prepares the reader for the much more positive, enthusiastic view of shopping which is to follow <p>NB Be alert to answers that successfully use "partial truth" to cover both sides.</p>	2U	

Question		Expected Answer/s	Max Mark	Additional Guidance
10	b	<p>Show how the writer's sentence structure and word choice in lines 24-39 convey the pleasure of his shopping experience in Hong Kong.</p> <p>Marks will depend on the quality of comment. Insightful comment on one feature could score up to 3 marks; alternatively a candidate could make more basic comments for up to 1 mark each. For full marks, there must be comment on both sentence structure and word choice. Reference alone: 0. Mere identification of a feature of sentence structure: 0.</p> <p>Possible answers:</p> <p>Sentence structure:</p> <ol style="list-style-type: none"> balance of “enormous fun and profoundly satisfying” introduces/captures the two aspects of the writer’s view of shopping: great enjoyment but also something more significantly, deeply meaningful use of parenthesis “not one ... £4” to emphasise that buying cheaply/getting a “bargain” is part of the enjoyment positioning of “enjoy” the sentence reaches its climax with the word “enjoy”, stressing the sheer fun of shopping use of the conversational “And on top of that” to start the sentence creates the impression of a spontaneous outpouring of enthusiasm, of a fresh idea about the joys of shopping springing into his mind use of list “case ... strap” emphasises the range of choices involved, an exciting bombardment of choices use of the dash (line 30) to introduce his explanation of the similarity, the shared enjoyment use of list “binoculars ... figurines” emphasises the eclectic range, great variety of goods to choose from use of the dash (line 34) to set up the punchy summation “it was endless”, which emphasises the seemingly infinite attractions of shopping <p style="text-align: right;">(continued...)</p>	4A	

Question		Expected Answer/s	Max Mark	Additional Guidance
10	b	<p>(cont)</p> <p>9. use of the semicolon in the antepenultimate sentence allows the writer to give an enthusiastic personal example, illustrating the point he makes in the first part of the sentence about self-discovery</p> <p>10. use of the semicolon in the penultimate sentence allows the writer to explain what seems paradoxical in the first part of the sentence: shopping is more about self-knowledge than acquisition</p> <p>11. use of parenthesis “as my daughters tell me” to delay the very positive climax of “life-affirming” and/or to recall the shared bond between father and daughters</p> <p>12. short, punchy nature of final sentence to make “life-affirming” stand out, emphasising how truly significant/wonderful shopping is</p> <p>Word choice:</p> <p>13. “enormous” suggests pleasure on a grand scale</p> <p>14. “fun” suggests enjoyment of an innocent, child-like kind</p> <p>15. “profoundly” suggests the writer’s pleasure is deep and meaningful</p> <p>16. “satisfying” suggests the pleasure meets all expectations</p> <p>17. “drawn into” suggests magnetic attraction of shopping</p> <p>18. “heady” suggests pleasure involved was intoxicating, exhilarating, extremely exciting</p> <p>19. “delights” * suggests very happy, joyful experiences</p> <p>20. “cornucopia” suggests an abundance, almost an excess of choice</p> <p>21. “giving myself over” suggests someone loosening the shackles of restraint and allowing pleasure to have a free rein</p> <p style="text-align: right;">(continued...)</p>		

Question		Expected Answer/s	Max Mark	Additional Guidance
10	b	<p>(cont)</p> <p>22. “minutiae” suggests taking pleasure in the smallest detail</p> <p>23. “excites” suggests senses coming to life</p> <p>24. “express yourself” suggests shopping allows one to be creative, to find/reveal one’s inner self</p> <p>25. “invitation” suggests something alluring, exciting, attractive</p> <p>26. “infinity of wants” suggests the multiplicity of desires and Hong Kong’s ability to fulfil these</p> <p>27. “fell upon” suggests the joy of an unexpected discovery and/or the writer’s urgency, surprise, greedy delight, voracious appetite</p> <p>28. “delight” * suggests great joy, extreme happiness</p> <p>29. “immense” suggests the choice is absolutely enormous</p> <p>30. “sate” suggests the potential shopping has to satisfy people to excess</p> <p>31. “life-affirming” suggests it is positive in a profound, meaningful, influential, validatory way</p> <p>* “delight/delights” should be rewarded only once</p>		

Question	Expected Answer/s	Max Mark	Additional Guidance
11	<p>Show how the writer's word choice in lines 40-45 conveys his admiration for shopping malls in Hong Kong.</p> <p>Marks will depend on the quality of comment. A single insightful comment will be worth 2 marks; more basic comments will be worth up to 1 mark each.</p> <p>Reference alone: 0.</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. “marble-floored” suggests opulence, wealth, beauty, quality, luxury 2. “temples” suggests the malls are places of deep, almost spiritual significance, places where shopping equates with worship and devotion 3. “attractive” suggests they are pleasing, charming, alluring 4. “creativity” suggests they are inventive, original, expressive, dynamic places 5. “impact” suggests they make a powerful, almost physical impression 6. “throbs” suggests their pounding, pulsating, invigorating nature 7. “vitality” suggests their vigour, energy <p>A case could be made for “tawdry” (ie British malls are vulgar, tasteless, shoddy) but only if the answer makes quite clear that this highlights, by contrast, the appeal of the Hong Kong ones.</p>	2A	

Question	Expected Answer/s	Max Mark	Additional Guidance
12	<p>Referring to lines 46-54, explain why the writer believes people are doing "something important" when they shop.</p> <p>There must be some attempt to use own words. Blatant lifts: 0.</p> <p>Marks will depend on the quality of explanation. A clear explanation of any one of the following will be worth 2 marks; more basic explanations will be worth 1 mark each.</p> <p>Possible answers:</p> <ol style="list-style-type: none"> 1. shopping is a way of people showing who they are, showing their individuality and personality ("expression of themselves") 2. shopping allows people to fulfil their hopes and dreams, to achieve their lifestyle aspirations ("opportunity to express how we want to live through what we buy") 3. shopping allows people to identify their materialistic needs and then to meet these needs ("to generate and to satisfy their multiple wants") 4. shopping is a way of driving forward prosperity, generating a country's income, fuelling a country's finances ("propelling the economy") 	2U	

Question on both Passages

Question		Expected Answer/s	Max Mark	Additional Guidance
13		<p>Consider the attitude displayed by each writer towards shopping.</p> <p>Identify key areas on which they disagree. You should support the points you make by referring to important ideas in the passages.</p> <p>You may answer this question in continuous prose or in a series of developed bullet points.</p> <p>The mark for this question should reflect the quality of the response in two areas:</p> <ul style="list-style-type: none"> • identification of the key areas of disagreement in attitude/ideas • reference to/treatment of the ideas which inform the writers' attitudes <p>A response which clearly identifies three key areas of disagreement in attitude will score a minimum of 3 marks.</p> <p>These key areas of disagreement are:</p>	5U/E	
	Area of Disagreement	Carol Midgley	Will Hutton	
1	general	damages individuals and society – an addiction	actually benefits individuals and society (a problem only in the minds of the minority)	
2	happiness	gives short term pleasure but longer term unhappiness as consumers can never be satisfied	is fun and gives continuous pleasure through seeing and/or acquiring new “things”	
3	architecture	makes town and city centres look the same	can (at its best) create attractive buildings	
4	public space	restricts public space where people can meet to participate in the democratic process	creates public space where people do something imaginatively and economically important	
5	motivation	is motivated by people's need to attract a mate (but is not effective in that respect)	is motivated by people's need to express themselves through what they buy/own	
6	values	makes people superficial, obsessed with appearance rather than things that really matter	provides people with the opportunity to do something important for themselves as individuals and for society as a whole	
7	manipulation	the market is all-powerful, manipulative, degrading to shoppers	consumer as individual has free will, retains autonomy	

Question	Expected Answer/s	Max Mark	Additional Guidance
13	<p>(cont)</p> <p>There may be some overlap among these points. Markers will have to judge the extent to which a candidate has covered two points or one.</p> <p>Where a candidate has identified satisfactorily at least three key areas, then the decision to award 3, 4 or 5 marks will depend on the sophistication of her/his treatment of the ideas which inform each writer's attitude.</p> <p>The following guidelines should be used:</p> <p>5 marks – identification of key areas of disagreement, with an intelligent use of supporting evidence</p> <p>4 marks – identification of key areas of disagreement, with sound use of supporting evidence</p> <p>3 marks – identification of key areas of disagreement</p> <p>2 marks – identification of only two key areas of disagreement</p> <p>1 mark – identification of just one key area of disagreement</p> <p>0 marks – failure to identify any key area of disagreement and/or complete misunderstanding of the task.</p>		

[END OF MARKING INSTRUCTIONS]