

Marking notes
Remarques pour la notation
Notas para la corrección

May / Mai / Mayo de 2022

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.

Literary Form
Significant elements for analysis
<p data-bbox="571 1061 986 1099">Removed for copyright reasons</p>

2.

Literary Form
Advertisement
Significant elements for analysis
<ul style="list-style-type: none"> - direct question (“Would dad rather aftershave or an adventure?”) - use of the word “dad” is familial, suggesting familiarity, as though writer and reader are from the same family - logical fallacy of false equivalence (a bottle of aftershave and a holiday getaway are not equivalent gifts/question is posed as though it only matters whether dad would <i>prefer</i> aftershave or a holiday getaway—as though money were no object - audience is referred to as “Australia” (not “Australians”) as though the people <i>are</i> the country, perhaps alluding to patriotism - Australia is called a “gift shop,” which is intended positively (use of the superlative “best” to suggest there’s no need to go (shop) elsewhere; could also be viewed with a critical lens, as calling Australia a “gift shop” commodifies Australia, and, in calling the people “Australia,” the advert is commodifying Australians) - use of the first-person plural pronoun (“we”) to indicate a sense of unity and collectiveness - use of the imperative (“visit Australia.com”) - much of text is in all capital letters, suggesting importance - only two of the four sentences contain punctuation - consonance & repetition: “give the gift” - diction: “unforgettable” - text is arranged over the sky (sunset or sunrise) in the photo, conflating text with dreams and inspiration; map of Australia with adverb of place in the centre - people appear ‘on top of the world’ in stadium climb; of all the people pictured, only one woman’s face is visible, prompting viewer to identify with her; she is sharing a moment with what appears to be her husband appreciating her gift of travel; apart from the mother, all family members are facing the sun, suggesting that they are enlightened by the experience; mum is smiling, implying that dad will not be the only one to benefit from the experience - predominant colours of blue and gold, suggesting abundance/pathetic fallacy: sunshine and blue sky elicits positive mood/happiness - stadium lines look like path leading to rolling hills - empty stadium builds anticipation and suggests they are receiving a private tour; sense of privacy in a public space or “being ‘at home’ in Australia” - contrast between the sense of adventure and the safety gear they are wearing, suggesting that they will be safe at home in Australia - light/glint of a camera suggests someone is taking a photograph, suggesting that this trip will help make lasting memories for the family - tilt of camera angle dramatizes the height of the climb - stadium lights are off and natural light illuminates the family, suggesting no need for artificial elements; Australian natural beauty is enough - Australia is ‘branded’ with logo of jumping kangaroo against the backdrop of a sun at the bottom of advert; the logo colours match the jumpsuits to reinforce the idea of Australians enjoying Australia - gender: appeal is made to someone who would be buying “dad” a gift (e.g., his spouse); thus, the advert appears largely directed at women (women are often the ones responsible for purchasing decisions in the home)

- class: appeal is made to affluent Australians; not all Australians could afford to purchase such a “gift”
 - race: only white Australians are pictured; no representation of Australians of colour, conflating race and class
 - age: people in photo are young and fit and thus well-suited for physical adventure.
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