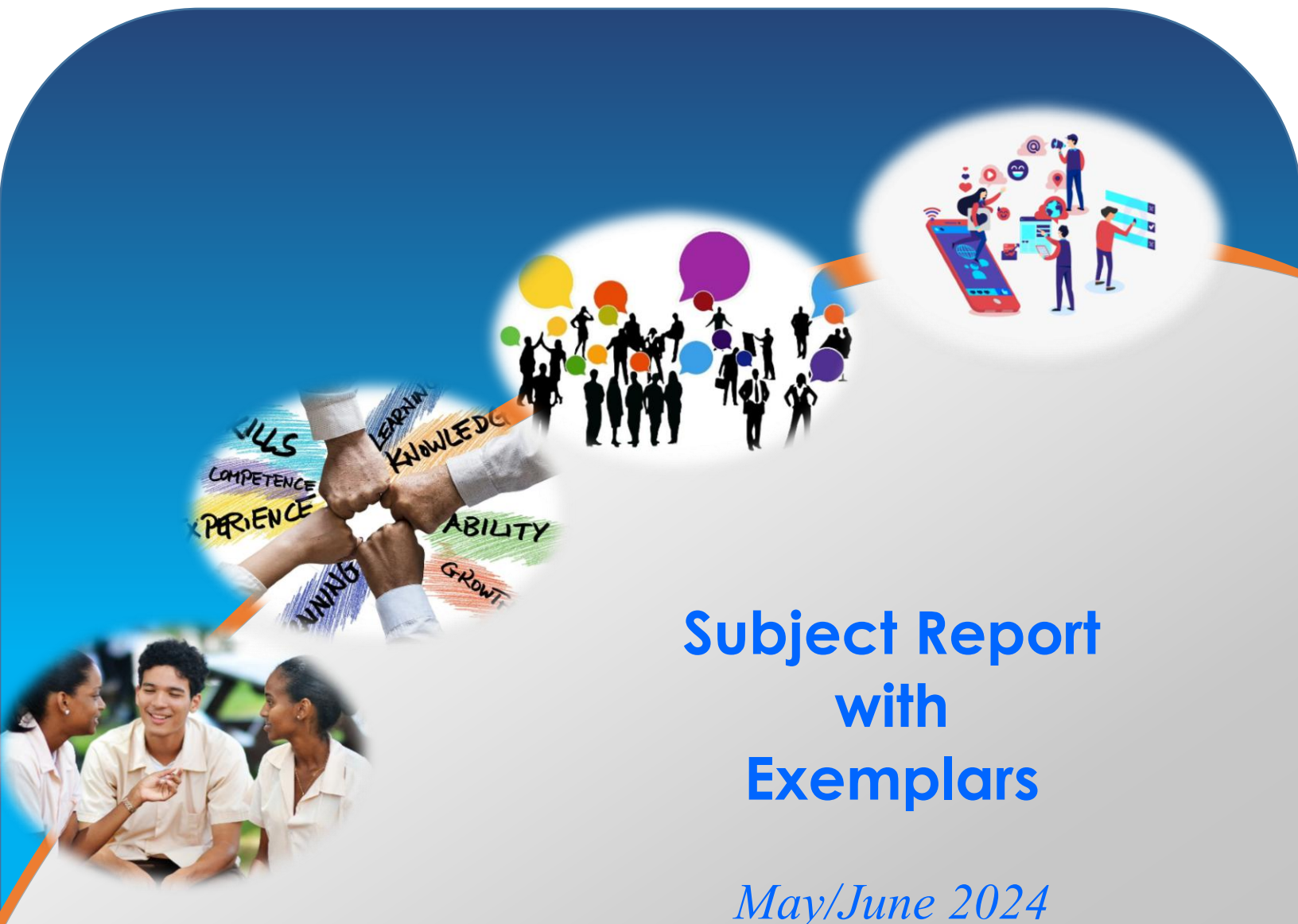




**CARIBBEAN
EXAMINATIONS
COUNCIL**

**CAPE® COMMUNICATION
STUDIES**



**Subject Report
with
Exemplars**

May/June 2024

CARIBBEAN EXAMINATIONS COUNCIL

**REPORT ON CANDIDATES' WORK IN THE
CARIBBEAN ADVANCED PROFICIENCY EXAMINATION®**

May/June 2024

COMMUNICATION STUDIES

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INTRODUCTION

The Communication Studies examination comprised four papers as outlined below.

- Paper 01 — Multiple Choice
- Paper 02 — Essay
- Paper 031 — School-Based Assessment
- Paper 032 — Alternative to School-Based Assessment

These four papers assessed candidates' knowledge, understanding and competence in the following modules.

- Module 1 — Gathering and Processing of Information
- Module 2 — Language and Community
- Module 3 — Speaking and Writing

There was a decrease in the number of candidates registered for the CAPE Communication Studies examination in 2024. The number moved from 14 040 in 2023 to 13 775 in 2024; in 2022 the number of candidates registered was 13 131.

The results for 2024 were consistent with 2023, as approximately 64 per cent of candidates achieved grades I–V in both of those years. This result represented a slight increase when compared to 2022 when 62 per cent of candidates achieved grades I–V.

Module 1, Gathering and Processing Information, saw the greatest increase in performance with approximately 56 per cent of candidates achieving grades A–C in 2024 when compared to 44 per cent in 2023 and 41 per cent in 2022. Module 2, Language and community, saw an increase in performance, as approximately 61 per cent of candidates achieved grades A–C in 2024 when compared to 55 per cent in 2023 and 57 per cent in 2022. There was a decrease in performance in Module 3, Speaking and Writing; the figure declined from 54 per cent in 2023 to 43 per cent in 2024. However, the performance in this module still represented a three per cent increase when compared to the performance in 2022.

PAPER 01 – MULTIPLE CHOICE

Paper 01 consisted of 45 multiple-choice questions. The first seven questions tested candidates' listening comprehension skills. The score was weighted up to 90. The mean score on the paper was 60.59 out of 90 or approximately 67 per cent. This compares favourably with last year when the mean score was 58.68 out of 90 (65.20 per cent). In 2022, the mean score was 54.06 out of 90 (60.07 per cent).

PAPER 02 – STRUCTURED ESSAY

Paper 02 consisted of three sections corresponding to the three modules, each with one compulsory essay-type question. Each question was marked out of 25 and the total weighted up to 150. The weighted mean on this paper was 75.74 (approximately 50.49 per cent), a figure close to the 2023 performance of 75.15 out of 150 (50.10 per cent).

The maximum score obtained this year was 134 out of 150 compared with 140 in 2023 and 136 in 2022.

Question 1

Candidates were required to read an extract entitled That Beastly Word 'Obese' and then do the following.

Write an essay, in NO MORE than 500 words, in which you

- state the writer's main message, in no more than 30 words
- identify the writer's purpose
- discuss TWO organizational strategies OR TWO literary techniques OR any combination of both that serve to achieve the writer's purpose
- comment on TWO reasons why the information presented may be considered credible or not.
(25 marks)

Candidate's Response to Question 1 — Sample 1

Obesity is ~~an~~ a health issue which is becoming more prevalent in society. People tend to use the word 'obese' to describe others without understanding its implications on those who it is aimed towards. The extract, 'That Beastly Word 'Obese'' by Garth A. Rattray discusses why we should refrain from using this word.

Good intro.

This essay discusses the writer's main message, his purpose, two organisational strategies and techniques, and the credibility of the ~~extract~~ article.


The writer's main message is that the word 'obese' should be eliminated from people's vocabulary as it is insensitive and ~~and shows lack of knowledge about the~~ ~~the aim is to for the obese person to~~ complications ~~lose weight~~ associated with obesity.

2 marks for main message


Furthermore, the writer's purpose is to bring awareness to the struggles that 'obese' people face due to the negative connotations associated with the word and ~~sense~~ to urge them to stop using

2 marks for purpose

~~such an abusive word~~ word to describe people who they do not know anything about personally.

Throughout the ~~extract~~ ^{article}, several language strategies and techniques are used, the first of which is the listing of  simple facts. This is seen ~~is~~ in paragraph 8 where it says, "The reasons for... and many others". The use of this strategy helps to achieve the writer's purpose because it highlights the insensitivity

2 marks for strategy

~~ord~~ by showing that obesity is not always something that can easily be controlled and so people should not be judged in this way. Moreover, the writer makes use of ~~exp~~  opinion.

and second
in the first paragraphs where he says, "Dr. Alfred Dawes... ~~health~~
harmful

1 mark for naming expert opinion with weak explanation: the writer's purpose
because it informs the reader that the word 'obese' does have
negative impacts on those who it is used to describe and using
such a word is no joking matter, hence it should not be used
at all.

In addition to strategies and techniques, the information
within the article is credible. Firstly, it was published in the
Jamaica Gleaner. This publishing house is known worldwide
as a trustworthy source of information, thus publishing the

2 marks for credibility: ~~and~~ makes it credible. Secondly, the author of the
article is qualified. Garth A. Rattray is a medical doctor and as
a result, he has the ability to comment and provide factual
information on the health issue being discussed.

In conclusion, the article 'That Beastly Word 'Obese'' contains
very important information on obesity and why the word 'obese'
should not be used. This essay effectively discussed the writer's
main message that the word 'obese' is very insensitive and

Satisfactory conclusion: ~~ive~~, the writer's purpose to bring awareness to the
effects that the word has on people, how the purpose was
achieved through listing of simple facts and expert opinions,
and the credibility of the article due its publication in the
Jamaica Gleaner and the author being a qualified medical
doctor.

Content - 2+2+2+1+2

Examiner's Comments

This response contained a good introduction and showcased excellent expression.

presented:

Undeniably, a prominent feature displayed in this extract is statistics. Evidently, ~~seen in line,~~ "Only about five percent of people can maintain weight loss permanently." The use of statistics emphasizes that maintaining weight loss permanently is very difficult and hence ~~riders~~ victimizing an individual on

s 2
their weight is not a fair or just judgement. Furthermore, the use of this feature represents information that is accurate and truthful that the audience can appeal and trust. Additionally, this statistic invokes a ray of ^{attentiveness} ~~attention~~ towards the audience as this may be something they can personally relate to.

Similarly, this extract is riddled with information that may be deemed credible. Firstly, quoting from Dr. Alfred Dawes, a medical profession, relates that the information presented is accurate and trustworthy. Dr. Dawes additionally represents an individual who is well qualified to speak on these themes of fat-shaming and weight.

cre 1

To expand, the author's credentials are also stated, highlighting that he, himself is a ~~dear~~ medical doctor with great wisdom and ^{has a} knowledgeable capacity to speak on such terms ~~to~~ ~~well~~.

cre 1

The author's credentials additionally conveys that the information presented can be deemed credible.

Conclusively, this extract speaks about abandoning the term

choice from one's vocabulary or use to may not fully comprehend
how difficult it can be to reduce weight loss due to external factors.
This essay effectively discussed the myriad of features
embedded in this extract and commented on the credibility of
the information presented.

Examiner's Comments

This candidate provided perfect content in response to the questions.

Question 2

Candidates were required to read an extract and write an essay in no more than 500 words to respond to the following.

- comment on the writer's use of TWO dialectal varieties in the extract
- discuss ^{vocalics facial expression, vocalics?} TWO non-verbal behaviours that highlighted the parents' reaction to Rishi's defiance
- comment on the use of ONE grammatical feature of Caribbean Creole English which is evident in the conversation.

(25 marks)

Candidate's Response to Question 2 — Sample 1

The extract, adapted from Kailas Narayan Parasram, "Love Ain't for Some" in "Hot Mouth" ^{was published} Guyana (Guyana: A Collection of Short Stories) by Kailas Narayan Parasram. The extract ^{Rishi and his ma and pa} centers around the characters. It is seen throughout the extract, that Rishi's parents are intent on arranging a marriage for him although Rishi himself does not feel ready for that step in his life and ~~does not~~ ^{is not keen on them making} dates for him ~~without~~ ^{organising} his consent. The extract's use of ~~As the extract progresses, Rishi's reasoning~~ ^{utilised} ~~the dialectal varieties present in the extract~~ ^{sound into} as well as the non-verbals exhibited by Rishi's parents when confronted and a grammatical feature ~~seen~~ ^{of} Caribbean Creole English, ~~in the extract~~ ^{all in the extract}, will be further discussed in depth.

Firstly, ~~there were numerous~~ dialectal variations in the characters' conversations as well as in the narration of the extract, were clearly observable. Caribbean Creole English of the mesolect variety was first seen in ~~the line 9~~ ^{"What you all make arrangements"} but is time you get married, ~~as Rishi says this~~ ^{unmarked} the action verb "make" has a clear past time preference. ~~As appeared~~ ^{This is a} clear grammatical feature of Caribbean Creole English. ~~This shows that Rishi is using~~ ^{speaking} in his Rishi's use of this dialect can be used to vouch for his shock and anger at his parents making arrangements for him to see a girl without his consent. ~~The~~ ^{This} line especially stands out in Rishi's dialogue as he is usually ~~at~~ speaking in Standard English and this is the first time Rishi uses an action verb with past time preference. The use of Caribbean Creole English can also be ~~to~~ include readers from that region as they would be able to easily understand that dialect. Another dialect used in the extract, ~~is~~ ^{present} Standard English. The narration of the extract, ~~was done~~ ^{a further lack of vocabulary} using Standard English as ^a copula verbs, lack of unmarked count nouns and ~~more~~ grammatical ^{and} phonological feature of Caribbean Creole was noticed. For example, in line

one, "My parents were looking out for me..." the presence of a copula verb and a clear action verb ~~with~~ in the past tense formation is noted. ~~The~~ Standard English could have been used to ~~to~~ increase the audience ~~of~~ readers to ~~this~~ extract: the book it was published in. Standard English has a wider international audience and so more persons would be able to follow along with the backstory and contents of the extract.

With ~~drawing~~ reference to Bishi's parents reaction to his confrontation in the last paragraph, the two non-verbal behaviours they exhibited will be discussed. Facial expression was a non-verbal behaviour seen. In line 26, "They stared at me without answering" his parents had a blank facial expression. This ~~shows~~ ^{implies} that the parents were ~~shocked~~ ^{implied} at ~~his~~ Bishi's sudden confrontation. This would have been one of the first times when Bishi confronted them, as he knew that by doing so, he would hurt them. Another non-verbal behaviour seen in this part of the extract is ~~the~~ vocalics. Bishi's ma and pa and noticeably silent ~~or at a loss for~~ ^{and therefore} words. This draws the implication that they are at a loss for words and simply hurt by what Bishi ~~had~~ said to them. Their lack of reaction and outburst adds to the tension and guilty feeling that ~~the~~ situation in the extract possesses.

A.g. of Caribbean Creole English
A. Lastly, a grammatical feature which was present is reduplication. It is clearly spotted in line 20 when Bishi's mother is questioning him on why he does not want to marry the girl he just met. "Prety-pretty" was the reduplication feature of Caribbean Creole English as it took the same word and joined it together to add emphasis to ~~the~~ the word's meaning and create value. In this scenario, his mother uses it to describe the girl's ~~greatness~~ as a way.

to emphasise her good looks in an effort to convince Rishi to marry her.....

To sum up, the extract focusing on Rishi and his parents was narrated in Standard English with most of the dialogue being in Caribbean Creole English. Furthermore, the non-verbals used by Rishi's parents when confronted provided an insight to the emotions they felt at that time and also added to the tension in the extract. Lastly, a grammatical feature of Caribbean Creole English was identified from the extract.

Examiner's Comments

This response was well organized, with transitions and connectives between and within the paragraphs. Paragraphs were also clearly developed based on the section of the question that was being answered. The language also reflected a strong command of the English language and the ability to use it accurately and fluently. The content was also sound and well-articulated.

The excerpt from "Love Ain't for Some" was written by Kailas Narayan Parasram. It is about Rishi, who is a national of British Guiana, and his parents' attempts to convince him to get married soon. However, Rishi disagrees and requests that his mother and father remain from arranging any meetings with girls for him. An analysis of this extract includes the use of two dialectal varieties, two communicative behaviours displayed by Rishi's parents and a grammatical feature of Caribbean Creole English evident in the piece.

very good intro

Firstly, the writer cleverly utilises two distinct dialectal varieties in the passage namely Standard English and English Creole. Evidently, Standard English is used throughout the narration of the passage except. This facilitated a better understanding of the extract by a wider audience since Standard English is a lingua franca or universal language spoken by many persons around the world. Apart from this, Standard English is also spoken by Rishi. To quote from his dialogue "We are not living in India, so..." The

use of this dialectal ~~variant~~ variety for Rishi establishes his character as someone with a high level of formal education and high occupation. This assists the reader in effectively visualising the type of person Rishi is.

Contrastingly, English Creole is seen throughout the dialogue of Rishi's parents. In line ~~to~~ five, his father states that "Rishi, me and your ma think you..." while his mother says "But Rishi, what wrong with she?..." The use of this language variety is effective in displaying that English Creole is the national or native language of Rishi and his parents. However, Rishi's parents may have a lower level of education and occupation which leads to their preference to communicate using English Creole.

Admittedly, there is extensive use of non-verbal communicative behaviours ~~during the~~ by Rishi's parents in response to his defiance. To begin, his mother questioned "Why don't you you don't like her?" in a hoarse voice. This is an example of paralanguage or ~~or~~ vocalise where his mother's voice is "hoarse". This leads

to the conclusion that his mother was so so shocked and amazed by Rishi's remarks that her voice changed. This reflects that she did not anticipate that Rishi would react the way he did.

In addition, kinesics is clear when in line twenty-seven, Rishi's parents stared at him. Their "staring" is a type of kinesics or body language known as oculosics. This refers to non-verbal communication with one's eyes. The inclusion of this behaviour was brilliant as it further highlighted the disbeliefs of Rishi's parents when he remarked that he does not want them to arrange any more meetings with girls for him.

Moreover, several grammatical features of the Caribbean Creole English, spoken by Rishi's parents, are scattered throughout the passage. For instance, when his mother says "She young and pretty pretty." The repetition of the word "pretty" is an example of reduplication. This syntactical feature is where a word is repeated in English Creole for emphasis. It was effective in the conversation as the

reader can envision how beautiful the girl was. It also encapsulates Rishi's mother's character as someone who likes to exaggerate her words.

To conclude, the passage was diligently written as it highlights a conversation of a family within a Caribbean household. An analysis of this excerpt included the two language variation and commutative behaviours evident in the passage as well as a grammatical feature of Caribbean Creole English. ✓

Examiner's Comments

This response was also well organized. It started with a very good introduction that summarized the passage and segued into the thesis statement. The candidate made good use of transitions and connectives between and within the paragraphs. Paragraphs were also clearly developed based on the section of the question that was being answered. The language also reflected a strong command of the English language and the ability to use it accurately and fluently. The content was also sound and well-articulated. The response was clearly written.

Question 3

The question was as follows.

Read the scenario below carefully and then answer the question that follows.

Due to increased natural disasters in your country, your sixth-form class has been tasked with organizing a two-day rally that would bring attention to the effects of climate change in your community. You have been appointed as the team captain of this project.

5 As team captain of the project, you are required to request permission from your school's principal, while outlining the details of the rally.

Write an essay, in NO MORE than 300 words, in which you

- justify conducting the rally, using TWO message points related to logos or logical appeal
- outline a timetable of TWO activities for generating interest during the two-day rally
- explain ONE digital media technology you would use during the rally.

(25 marks)

Climate change is a real and it poses catastrophic effects on the citizens of Trinidad and Tobago. The sixth-form association ~~has been tasked with raising awareness about the harmful of it.~~ Joseph's Convent has been tasked with raising awareness on the harmful effects of climate change in our ~~nation~~ community. Hence, this ~~will be done~~ essay seeks to discuss two messages using logos which will be conveyed to our audience, a timetable outlining two activities and a digital media technology which will be used.

VGood intro

Using logical appeal, two messages will be conveyed, ~~firstly to~~ justify conducting the rally. Firstly, many persons do not believe climate change is real and hence will not acknowledge that it is the cause of the recent natural disasters. In fact, according to United Nations, 48% of persons worldwide do not believe in its existence. Hence, the rally must be conducted to inform and persuade persons of the reality of climate change. Secondly, scientists state that by 2040, climate change will have an irreversible effect on ~~the~~ sea levels. This fact is concerning and persons must ~~be~~ understand how quickly and vastly climate change is affecting our nation. Thus, a rally must be

MP
APP 2

conducted to raise awareness about the issue.

In addition, two activities will be conducted over the two day period. Firstly the rally will be carried out on Thursday 16th May, 2024 and Friday 17th May 2024.

On Thursday, a seminar will be held from 1 p.m to 3 p.m, led by the environmental activist, Dr. John Smith. He will be able to eloquently inform and persuade persons on the reality of climate change and how it results in natural disasters. The target audience for this will be adults in the community as they are more likely to

enjoy a logical and educational seminar. Secondly, Voice will be invited on Friday ^{from 12 p.m to 1 p.m} to perform a song on

the effects of climate change and the causes. This performance will sensitize persons on the topic. The target audience are teens and students 13-19 years. This age group is more likely to be influenced by the popular singer as he spreads encouraging and positive messages.

Furthermore, the digital media technology will be used to bring awareness. ^{During} ~~Before~~ the rally ~~commence~~, ~~on the Thursday to Wednesday of the same week~~, ^{videos} ~~photos~~ will be made digitally using ^{a camera} ~~smartphone~~ and posted onto Facebook, Instagram and TikTok to spread information

to the rest of the community. The videos will include the seminar and performance. ~~the~~ Social media will be used

since members of all age groups use social media, hence, all persons in the community will receive the messages of the effects of climate change.

In Conclusion, the rally is absolutely necessary as it will spread awareness and educate persons on the severe impact of climate change and hence, encourage persons to mitigate these effects. Hence,

VG Conclusion

logos, celebrity endorsements, seminars and social media, the rally will effectively communicate this message.

Examiner's Comments

The candidate effectively interpreted the question and delivered the content in a cohesive and coherent manner. The expression was clean for the most part and exemplified the quality expected at this level.

Candidate's Response to Question 3 – Sample 2

During the last five years, Jamaica has seen a drastic increase in natural disasters such as floods and flash storms. The occurrence of these can be directly linked to climate change. As the team captain of this innovative project, I am requesting permission to conduct a two-day rally to on the ^{not only} ^{good intro} compound to ^{raise} ^{bring} awareness on the effects of climate change in the community. The reason for conducting this rally will be justified, activities will be outlined and the use of digital media technology will be explained.

Firstly, as little as three persons can make a small impact. Therefore, if ^{at least 40%} of the community is made aware of the effects of climate ^{MP=2} ^{Ap=1} ^{change} ^{is understood by the majority, community} ^{members may begin adopting new practices such as recycling instead of burning waste, carpooling and using roll-on deodorant instead of deodorant spray. These practices as well as others will be ^{encouraged} throughout our rally.} ^{the} awareness of a problem is the first step in finding ^{the} solution.

The appeal is the same but reworded. ^{change is understood by the majority, community}

members may begin adopting new practices such as recycling instead of burning waste, carpooling and using roll-on deodorant instead of deodorant spray. These practices as well as others will be ^{encouraged} throughout our rally. Secondly, ^{the} awareness of a problem is the first step in finding ^{the} solution. Therefore, in raising awareness towards this issue by conducting a two-day rally, members of the community are ^{given} tasked with the opportunity to create innovative strategies to curtail the effects of climate change.

A community seminar will be held on the first ^{day} of the rally. A representative from the National Climate change agency will be invited to make a presentation after which an interactive session will be conducted by members of my class. To attract ^{members of the community}, free food and refreshments will be provided, pamphlets and ^{souvineers} will be given away and activities will be planned for small children. Additionally, on

4
TT=2+2
The second day of the rally, a jingle competition will be held under the theme "Talking Care of my Climate." The winner of this competition will receive a cash prize and all participants will be awarded. The jingle competition will be most effective in captivating the interest of adolescents and young adults.

DMT=2
Finally, social media will be used to promote the rally as well as to keep attendees updated. Instagram will be used to seek the interest of adolescents while Facebook and Whatsapp will be used to captivate a more mature audience. Social media is will be effective in the quick transmission of information in the form of text, videos and images.

In conclusion, the success of this two-day rally will encourage community members to take action in combatting the effects of climate change as awareness of its detrimental effects will be created.

Examiner's Comments

While a few issues exist with this response, it exhibits a very good understanding of the requirements of the question.

PAPER 031 – THE SCHOOL-BASED ASSESSMENT

This paper is done by school students and consists of an SBA portfolio.

In 2024, the mean on this paper was 42.72 out of 60 (71.21 per cent) compared with 43.04 out of 60 (71.73 per cent) in 2023 and 41.59 out of 60 (69.32 per cent) in 2022.

PAPER 032 – ALTERNATIVE TO THE SCHOOL-BASED ASSESSMENT

This paper is done by private candidates who do not present an SBA portfolio. It consists of three essay-type questions, one per module. Each question carries a weighting of 20 marks, for a total of 60.

Performance on this paper continues to give cause for serious concern. The mean fell from 28.81 out of 60 (approximately 48 per cent) in 2023 to 25.59 out of 60 (42.65 per cent) this year. In 2022, the mean was 28.04 out of 60 (46.73 per cent).

The highest score on the paper this year was 39 out of 60 compared with a high score of 40 in 2023 and 46 in 2022.

Question 1

Candidates were required to read an extract on romantic relationships and do the following.

Write an essay, in **NO MORE** than 300 words, in which you

- summarize the main message of the extract, in about 30 words
- explain **TWO** contexts of communication within which it would be useful to share this information
- justify the use of **ONE** digital media through which the message could be communicated.

(20 marks)

A romantic relationship begins at adolescents. It is short lived because of the age of the people involved.

M - 3

At least a little longer with the ages of 15-21. 70% of young adults have been in a relationship before 25 years.

Two context of communication that ~~could be use to~~ within which it would be useful to share this information are:

Class discussion in schools this platform more than likely have an audience with that age group ^{and} ~~which~~ can gain important information and


Context - 2

provide feedback. Another context would be news articles. News articles are very popular and can be used to disseminate that information to the country.

A digital media entry could be used to communicate this information. The use of television is a good

platform. Television is a gadget
~~also~~ almost every household have

DM - 1

~~Teena~~ Teenagers love watching
television so it  can be used to transmit
this information to them and also to
their parents.

Examiner's Comments

This candidate was only able to score half of the marks for this presentation. (10 out of 20 marks)

Question 2

Candidates were required to read an extract and do the following.

Write an essay, in NO MORE than 300 words, in which you

- discuss TWO possible reasons for the dialectal varieties which the author allows Moses to use in the extract
- discuss how the author conveys Moses' feelings and emotions through TWO examples of non-verbal communication which he displays in the extract
- explain TWO linguistic features of the characters' speech.

(20 marks)

Candidate's Response to Question 2

The extract "The Honey Londoners" by Selma Samuel Selvon
1.1. Bare intro dialectal varieties, non-verbal communication and linguistic features in his story.

Firstly, in the extract, Moses uses a ~~mix~~ mix of both Standard Caribbean English and English Creole. The reasons for this could be because Moses' ~~is originally~~ ^{is} from birth place is one where English Creole is most spoken. This would explain why he would mostly revert back to his original English Creole ~~dialect~~ as evident in the line 5 "Who tell you my...". ~~He does not use~~ He use 'tell' instead of 'told'. Also he uses Standard English because he has moved to London whose official language is Standard British English. Over time he will start to adopt there dialect as evident on line 14 'You don't know how...'.
DV-4

Secondly, Moses' emotions are conveyed through non-verbal communication. This is seen in line 10 where Moses ~~grinds~~ ^{grinds} out his speech. This shows that he does not like the situation and feels unhappy about Jackson giving his information to others. However, in line 11 and 12 we see Moses goes out with the boys to help them. This shows that Moses sympathizes with them since he also was in the same position.
NVB-

Thirdly, linguistic features are seen in the characters' speech. In Moses' speech evident in lines 5 and 7 he uses present tense instead of past tense. The words

'tell' and 'know' should be 'told' and 'knew' to form the sentences, "Who told you" and "He knew that I...". Also in the fellars speech they use the pronoun 'we' instead of 'us'. The sentence on line 8 should read "...and told us how...". These two features ~~she~~ shows us their original English Creole dialect.

In conclusion, the extract utilizes dialectal varieties such as Standard Caribbean English and English Creole, non-verbal communication from Moses to show his feelings and linguistic features in the characters' speech to show their English Creole.

Examiner's Comments

This response earned the candidate 17 out of 20 marks.

Question 3

This question was based on an extract adapted from an article on why teens stop listening to their parents. Candidates were required to do the following.

Write an essay, in **NO MORE** than 250 words, in which you

- identify an intended audience and give ONE reason why this information would be fitting for this group
- explain TWO ways in which the writer seeks to capture and hold the reader's interest
- discuss TWO potential **disadvantages** of publishing this article in a newspaper.'

(20 marks)

Candidate's Response to Question 3

In the extract entitled "Why Teens Stop Listening To Their Parents", dated 19 May 2022, reviewed by Ekua Hagan, the discussion of the intended audience, the

VG INTRO

it seeks the reader interest and two disadvantages of publishing the article in a newspaper, will be addressed.

Firstly, the targetted audience is the parents and the reason why this information would be fitting for this group is so that the parents could have a better understanding of their child.

AUD. 1

Furthermore the writer's seek to capture the reader interest by the quotation of things that parents would ask as evident in lines 1-3, "can you please put your dish in the sink". This quotation indicates ^{words/statements} something that a mother usually tells her child.

BOD

Additionally another approach ^{for the} reader's interest was the heading ^{BOD} that was exact that was intended for the parent's attention. They will want to know about their child's behaviour and its caused.

INT. 4

Moreover the disadvantages of the use of newspaper is that it is outdated and not much people would take interest in it as there ^{are} social media ~~and advanced~~ ^{advanced} technology. Also the quality of the paper, ^{which} the ~~can~~ could be easily destroyed if not

PUB 4

and can be torn. The information also will not be

recognised as and if its in the newspaper as opposed
to advanced technology news etc.

Examiner's Comments

This is another response that earned the candidate 17 out of 20 marks.