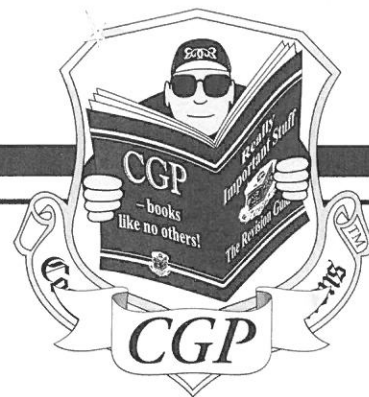


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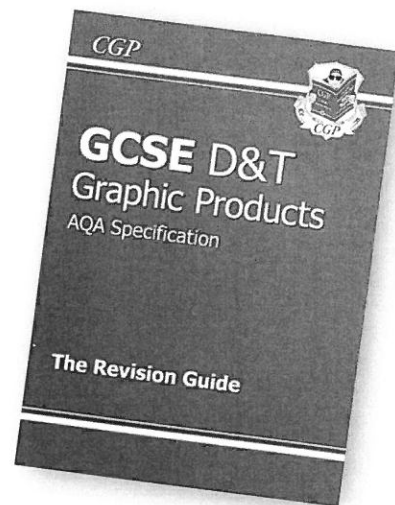
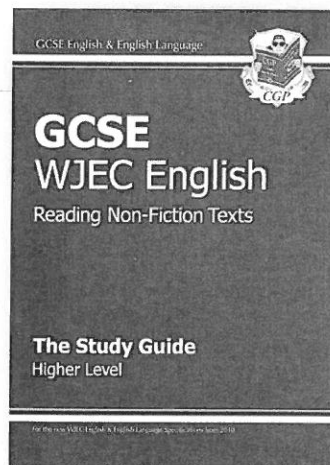
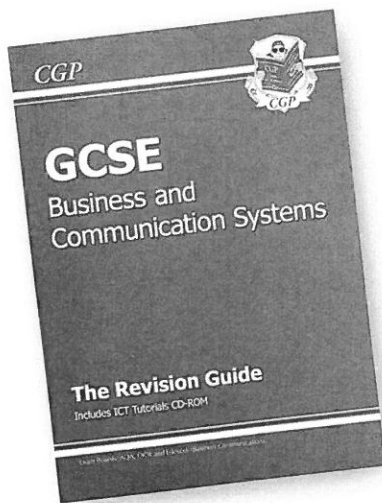
Reading Non-Fiction Texts

The Workbook

Higher Level



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GCSE WJEC English

Reading Non-Fiction Texts

The Workbook

This book is for anyone doing **GCSE WJEC English** or **GCSE WJEC English Language** at higher level.

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The Audience

Q1 For each sentence, circle the word which best describes the audience it is aimed at. The first one has been done for you.

- a) "Do you yearn for a simpler, more reliable way of managing your finances?" children / adults
- b) "When buying a used car, try to get as much information from the dealer as you can." experts / novices
- c) "The financial opportunities presented by China's expanding economy are becoming more and more attractive." tourists / business people

Q2 For each of the extracts below, write down the type of audience you think it is intended for, and briefly explain how you know.

a) "This position requires a flexible approach and a 'can-do' attitude."

.....

.....

b) "Before applying for a course, do plenty of research on the institution and its reputation."

.....

.....

Q3 What sort of people would you expect to read these publications?

- a) *The Rough Guide to Turkey*
- b) *The Times Educational Supplement*
- c) *The Big Book of Car Games*

Q4 Read the text below and answer the question underneath.

MINI-ESSAY QUESTION



Are you looking for a cool summer job?

We've got loads of temporary vacancies with no experience required!

All you need is some free time, a positive attitude and plenty of energy. If you've got your own wheels that's even better!

Picking... packing...
stacking... waiting...
waitressing... and
TONS of others!

With Spondon Summer Jobs you can:

- gain great work experience
- make a few quid
- make new friends

Whatever you fancy, we can sort you out with a job that suits you down to the ground.

Interested? Call Jackie on 0547 262 626.

How does the advert aim to appeal directly to younger readers? Look at:

- the language used
- the content of the advertisement
- the font styles and presentation used

You'll need to use a separate sheet of paper to answer the mini-essay questions.

The Purpose of the Text

Q1 Draw lines to match each type of text to its main purpose.

- | | |
|--|---------------------|
| a) "Who could disagree with the fact that children should eat healthily?" | to entertain |
| b) "As the train moved south, first crawling, then increasing to a steady gallop, the scenery gradually changed from the flat and drab to the dramatic and beautiful." | to inform |
| c) "Shop around for the best quote — some insurers are much more expensive than others." | to persuade |
| d) "Tomorrow, there will be scattered showers in the north-west." | to advise |

Q2 Put each of the following types of text in the correct place in the table, based on its main purpose. The first one has been done for you. You may find that some of these fit into more than one column.

a charity advertisement

a cake recipe

a newspaper editorial

a leaflet from a political party

a cartoon in a newspaper

an article about the Industrial Revolution

a film review

an agony aunt column in a magazine

an instruction manual for a computer

a leaflet with tips on how to give up smoking

Texts that inform	Texts that entertain	Texts that argue or persuade	Texts that advise
		<i>a charity advertisement</i>	

Q3 Read the extract below, which was taken from a leaflet about a local election, then answer the question about it.

It is high time the people of this parish took a stand. We must tell the council: "enough is enough — *no more tax increases.*"

Time after time we have been told that this is the final time it will happen; and then what do we find? Another council tax increase. We are told that "vital improvements" will be made to local roads and services — yet time and again

they fail to deliver.

Are we really expected to believe things will be any different this time?

We must send out a clear message that we will not be taken for fools again. By voting for Sandy Green in the forthcoming council elections you can put an end to the growing amount of money leaving your pocket for no good reason.

What persuasive techniques does the writer of this text use to try to achieve her purpose?

MINI-ESSAY
QUESTION

Texts that Persuade or Argue

- Q1 Write an **A** for “argue a point” or a **P** for “persuade you to do something” to show the purpose of each of the following sentences.
- a) “The barbaric practice of bear-baiting must be stopped completely and immediately.”
- b) “If you really want to make a difference, fill in this form and set up a monthly donation to help support our hard-working volunteers.”
- c) “By joining our march and signing this petition, you will be helping to put an end to this disgraceful act of cruelty.”
- d) “The decision to switch off the country’s analogue TV signal is nothing more than a cynical attempt to boost sales of electrical equipment.”

- Q2 Read the extract below. Write down whether you think its purpose is to argue or to persuade, then briefly explain your answer.

The bad language used by youngsters today is disgraceful. What’s more, they seem to have no respect for authority, and society is a worse place as a result.

Purpose

Explanation

.....

.....

- Q3 Read the extract from a leaflet below and then answer the question about it underneath.

Come to Oxton Aquarium — you’ll have a whale of a time!

Oxton Aquarium is the only place in the county where you can see local and exotic species of fish and sea mammals all in one place.

Experience the magic of the deep as you are surrounded by the underwater world. You could be eyed up by an octopus, shaken by a shark or peered at by pike!

Whatever your age, you’re guaranteed a fantastic time.

Entry costs: Adult — £6 Child — £3 Family ticket — £15

Oxton Aquarium — a great family day out!



Before you dive in to answering this question, make sure you’re clear about what the writer’s purpose is.

How does the presentation and choice of language help the leaflet to achieve its purpose?

MINI-ESSAY
QUESTION

Texts that Inform, Entertain or Advise

Q1 Read the text below, then circle the word that best describes its purpose.

A stern telling-off after bad behaviour is often all that is needed to ensure your child grows into a responsible, considerate individual.

advise

entertain



Q2 From the text below, pick out two words or phrases which are advisory and another two which are entertaining.

Thai food can be startlingly hot, so watch out! The chefs round here get through chillies like you wouldn't believe — though some relief comes from the creamy coconut milk that tames the fire of the burning hot curries. For the adventurous, the colourful cuisine of the north-east makes liberal use of lime juice, garlic and fermented fish, contributing to its distinctive pungency.

- a) Meant to advise: 1) 2)
- b) Meant to entertain: 1) 2)

Q3 Read the two texts below, then say which text is informative and which text is entertaining. Write a brief explanation for each answer.

- a) The Battle of Hastings was fought on October 14th, 1066 in a field near Hastings in East Sussex. It was during this encounter that the invading Normans, led by William the Conqueror, achieved their most important victory over the Anglo-Saxons, led by King Harold II.

This text is **entertaining** / **informative** because

.....

.....

- b) The battle was furious and bloody, with vast numbers of soldiers being brutally slain. At one stage the English were fooled into thinking that they had won the battle. They stormed towards their enemy, only to find themselves ambushed and mercilessly torn to shreds.

This text is **entertaining** / **informative** because

.....

.....

Formal Style and Informal Style

Q1 For each pair of sentences, underline the more formal sentence.

- a) "Sorry! We don't take credit cards."
"Customers are advised that we do not accept credit cards."
- b) "It is essential to ensure that you have the correct tools before proceeding."
"Check you've got the proper kit to hand before you go any further."
- c) "Worried about rising debts? We've got all the info you need to sort your finances out."
"If you have financial complications, contact our advisors at the following address."



Q2 Put each language feature in the correct column, based on where you would usually expect to find it.

- non-standard English
- standard English
- complex sentences
- simple sentences
- light-hearted tone
- serious tone
- contractions (e.g. "don't")
- impersonal style
- personal style
- humour

Formal texts	Informal texts

Q3 The text below is taken from a travel journal. Is the style of the text formal or informal? Write down three pieces of evidence from the text that back up your answer.

At this point I was starting to get a tad — how shall I put it? — narked off. It's one thing being patient, accepting the fact that things don't always go to plan and that now and then delays just happen. It's quite another to be told, after paying good money for a ticket on the grounds that it's taking you to Town A, that apparently for no good reason we're taking a little detour through Village B, River C and Swamp D.

I was finding it more and more difficult to follow what I had figured was the local way of dealing with difficulties — smiling and pretending to find the grim industrial scenery interesting.

The style is because:

- 1)
- 2)
- 3)

I like your style...

The style a writer chooses has to be appropriate for the intended audience. Keep this in mind in the exam — it'll make your answer a lot more relevant than if you just describe what the style is.

Personal Tone and Impersonal Tone

Q1 Write a **P** for “personal” or an **I** for “impersonal” to describe the tone that would usually be created by each technique.

- | | | | |
|-----------------------------|--------------------------|-------------------------|--------------------------|
| a) written in first person | <input type="checkbox"/> | e) lots of facts used | <input type="checkbox"/> |
| b) written in passive voice | <input type="checkbox"/> | f) sounds emotional | <input type="checkbox"/> |
| c) openly biased | <input type="checkbox"/> | g) slang used | <input type="checkbox"/> |
| d) neutral tone | <input type="checkbox"/> | h) formal language used | <input type="checkbox"/> |

Q2 Decide whether the text below has a personal or an impersonal tone. Find three pieces of evidence from the text to support your answer.

There is a growing feeling that the situation concerning air pollution needs to be addressed. The number of individuals suffering from breathing problems in the city has been steadily increasing for years, with levels of particulate matter and nitrogen oxides reaching record levels. Possible solutions are to be discussed at the next city council meeting.

The tone is **personal** / **impersonal** because:

- 1)
- 2)
- 3)

Q3 Use the following extract from an agony aunt column to answer the questions at the bottom of the page.

Dear Rowena

You poor thing, you're really down in the dumps, aren't you? I know it's hard to believe but your life will improve — you just need to take control over things again. Concentrate on what you used to be like, when you were more confident and enjoying life.

One thing that's definitely worth a shot is consulting a career guidance counsellor. If you haven't got time for this then there are plenty of books on choosing the right job that I can recommend.

The main thing to remember is that you're the boss of your own life — so take charge!

a) Describe and explain the techniques the writer uses to create a friendly, personal style in her writing.

MINI-ESSAY
QUESTION

b) How does this personal tone make the writing well suited to the target audience?

MINI-ESSAY
QUESTION

Following an Argument

Q1 The text below is a letter printed by the *Daily Duncaster* local newspaper. Read it and then answer the questions which follow.

Dear Sir,

I was horrified to read your article about the new soft drink “Swampy Water” being served in the tuck shop at Duncaster Primary School. This dangerous fad for drinking green, gungy water is clearly idiotic. Firstly, young children might get confused and think it’s all right to drink *real* swamp water. I know from my time in the Territorial Army that this can make you very ill indeed. Secondly, “Swampy Water” is full of unhealthy sugar and additives — how else would it be that lurid green colour? Last but not least, the drink is expensive and means children don’t have money left over to buy normal, healthy snacks. To conclude, “Swampy Water” should be removed from the tuck shop at Duncaster Primary School immediately.

Yours faithfully,
Gerry Bowness

a) What is the **main** argument of the letter? Tick the correct option below.

- Drinking swamp water can make you ill.
- “Swampy Water” is unhealthy because it contains additives and sugar.
- “Swampy Water” shouldn’t be on sale in Duncaster Primary School.

b) Write down three points the writer makes to support his argument. Write them using your own words.

1.
2.
3.

Q2 Read the following text then answer the question which follows.

I love the colour pink. I love birds. I really love flamingos. How could anyone dislike them? They’re the most fascinating, mysterious and beautiful birds in the world! That’s why I’m starting a campaign to persuade people to sponsor flamingos in zoos. By donating a few pounds, people can help fund the setting up of breeding programmes for rare flamingo species. The head keeper at my local zoo, Jane Sutton, says, “Flamingos really are wonderful animals. Any donations would be much appreciated.”



The table below shows the techniques used by the writer in their argument. Fill in the table by picking out examples of each technique.

Technique	Example from text
repetition of words / phrases	
rhetorical question	
expert opinion	
exaggeration	

Evaluating an Argument

Q1 Which of the following would be **bad** to use in an argument? Tick the correct answers.

- | | |
|---|---|
| <input type="checkbox"/> inconsistencies | <input type="checkbox"/> irony |
| <input type="checkbox"/> formal tone | <input type="checkbox"/> factual inaccuracies |
| <input type="checkbox"/> out-of-date examples | <input type="checkbox"/> points backed up with examples |
| <input type="checkbox"/> confusing explanations | <input type="checkbox"/> persuasive language techniques |

Q2 Read the following text. Describe one good point and one bad point about the way the author has written her argument.

The greatest television presenter of all time is Terry Wogan. When he first appeared on television in the 1970s, Wogan astonished everyone with his energy, enthusiasm and sparkling wit. He had a star quality which all previous television presenters lacked. Who could fail to be charmed by him?

A **good** point about this argument is

.....

A **bad** point about this argument is

.....

Q3 The notice below argues that a Neighbourhood Group is necessary, to persuade people to join up. Read it and answer the question underneath.

Volunteers Needed for Salem Street Neighbourhood Group

No one wants to find litter and dog dirt on the pavement outside their front door. No one wants to have graffiti scratched on their car. No one wants to be woken up in the middle of the night by loud music or people arguing in the street. But, sadly, these things happen all the time in Salem Street. We all deserve to live in a **pleasant, safe, clean** street. And if we join together **we can make it happen**.

- A committee of Salem Street residents is being formed to look at issues like anti-social behaviour, litter and noise levels. It's an opportunity for **us**, the people who live in Salem Street, to be proactive and **improve our community**.
- Similar street committees in the Runford area have proved **very effective** in reducing anti-social behaviour, e.g. Midden Avenue, which used to suffer from high levels of litter and graffiti, is now a very clean, pleasant street.
- Helping with the committee won't take up much of your time — but it will make a **big difference** to Salem Street. Come along and find out more about the committee at our first meeting in **Rixy's Bingo Hall, 8pm, 16th May**.

How effectively does this notice persuade? Write about:

- examples the writer uses to persuade the reader
- language devices the writer uses
- whether the leaflet achieves its purpose

MINI-ESSAY
QUESTION

Not bad, shame about the ranting...

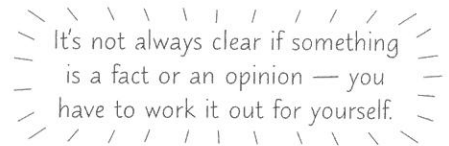
If you have to analyse an argument, try and think of the reasons why it's effective. It's important to back up your points with examples though. Just saying, "this argument is rubbish" won't do.

Facts and Opinions

Q1 Write down whether the following statements are opinions or facts.

- a) London is the capital city of the UK.
- b) Glasgow would be a better capital city of Scotland than Edinburgh.
- c) I think that snowboarding is overrated.

Q2 Read the statements below. For each one, say whether you think it is a fact or an opinion and explain your choice.



- a) "Water boils at 100 degrees Celsius."
 -
 -

- b) "As Madonna gets older, her music gets better."
 -
 -

Q3 Read the text below. It was taken from a newspaper article. After you've read it, answer the questions below.

We're All Getting Older

Edward Lightburn

From *The Daily Splurge*, Thursday 2nd March 2006

We're all living longer and longer. In 1900 in the USA, people could expect to reach 47 years. That was the average life expectancy. In 2000 it was 77 years and, with this trend continuing, it might not be long until most people live 'til they're in their nineties, or even over one hundred.

What are we all going to be doing when we're eighty-something? At the moment, old people don't really

get a good deal. As soon as they're too troublesome for their families, they get booted out of home and shipped off to the nearest "care home". And at these places, they'll be patronised, prodded and poked like sick animals: "Does Sarah want her din-dins now? It's her favourite..." It's not something to look forward to, is it?

It used to be that the elderly were respected for their wisdom. Now they're treated like the waste product of society, thrown out and left to rot in their care homes; the landfill sites of modern British humanity.

a) Write down two facts and two opinions from the text.

Facts:

- 1.
- 2.

Opinions:

- 1.
- 2.



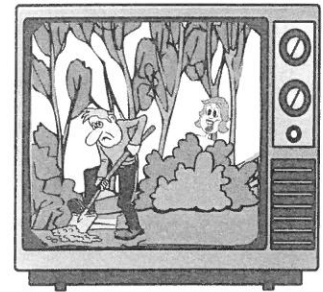
b) What do you think the author's attitude to old people is? Use evidence from the text to back up your answer.



Generalisations and Counter-arguments

Q1 Tick the statements which are generalisations.

- a) Gardening programmes on TV are all aimed at older viewers.
- b) There are different types of rose you can grow in your garden.
- c) My Aunt Daphne has a crush on Alan Titchmarsh.
- d) Alan Titchmarsh is adored by women everywhere.



Aunt Daphne was the notorious 'Gardener's World' stalker.

Q2 What is a counter-argument?

.....

.....

Q3 Read the following article and then answer the questions which follow.

Film critics usually dismiss 40s movie heart-throb Robert Mitchum as a dumb hunk of an actor, claiming his sleepy-eyed, laidback performances were lazy and lacklustre, and arguing that he never took risks with his acting. They assume that he lacked the technical acting ability of other 40s stars like Spencer Tracy and Laurence Olivier.

But how can anybody who has seen his terrifying performance as a murderous preacher in 'The Night of the Hunter' claim that Mitchum never took risks? How can anybody who has seen his touching, vulnerable performance in 'Ryan's Daughter' claim he had no technical acting ability?

The work of many other 1940s movie stars now looks out-of-date and hammy. But Mitchum's films have aged well — the naturalism and humour of his acting are truly immortal.

a) Which of the following quotes from the article sums up the writer's attitude to Robert Mitchum? Tick the correct one.

- "his sleepy-eyed, laidback performances were lazy and lacklustre"
- "the naturalism and humour of his acting are truly immortal"

b) Write down three generalisations which the writer makes in this article.

1.

2.

3.

c) How effective is the writer's use of counter-argument and generalisation in this article?

MINI-ESSAY QUESTION

Counter Arguments — like Tiddly-Winks in a fight...


Generalisations and counter-arguments are sneaky persuasive techniques that writers use. It'll be useful if you can spot when a writer has used them and discuss how effective they are.

Rhetoric and Bias

Q1 Draw lines to match up each persuasive technique to the sentence which uses it.

- | | |
|---------------------------------------|--|
| a) rhetorical question | i) Nothing is more disgusting than a mouldy sandwich. |
| b) repetition of words/phrases | ii) Who on earth would want to eat a mouldy sandwich? |
| c) hyperbole (exaggeration) | iii) I hate mould. I hate sandwiches. I really hate mouldy sandwiches. |

Q2 Are the following texts biased or unbiased? Explain your answers.

- a)  **By far the best hobby for young people is the card game "cribbage". All young people from the ages of eight to eighteen adore playing cribbage. It's easy to learn, doesn't need much equipment and provides hours of fun.**

I think the text is **biased / unbiased** because

.....

.....

.....

- b) **In Orkney, you can visit the remains of a Neolithic (Stone Age) village called Skara Brae. The village was inhabited about 5000 years ago. You can see the remains of walls, doorways, fireplaces and stone "furniture".**



I think the text is **biased / unbiased** because

.....

.....

.....

Q3 Read the following extract from a travel brochure and answer the question which follows.

Malliwest Resort Hotels

Everyone daydreams. When you're stuck in the office — dealing with tricky customers, struggling with spreadsheets, drinking tepid tea — can you honestly say you haven't dreamt of lying on a sublime beach in a luxury resort, sipping cocktails and being waited on hand and foot?

At Malliwest Resorts you can make your dreams a reality. Only at Malliwest Resorts can you reserve a private beach so that no one else can see what you look like in your swimming costume. Only at Malliwest Resorts can you order your favourite meal and have it made specially. Only at Malliwest Resorts can you ring room service at 4am and get a polite response!

Malliwest Resorts' top priority is to make sure you have the **holiday of a lifetime**. If you book before 20th June, you'll get 15% off the price of your holiday. Surely this is an offer to fulfil anyone's dreams?

How does the writer use rhetorical language to persuade the reader?

MINI-ESSAY
QUESTION



Headlines and Subheadings

Q1 Draw lines to connect each term with the descriptions below.
The descriptions may apply to both terms.

headline

subheading

larger than the main text

at the top of the page

used to split up a story

used to grab attention

Q2 For each of the following headlines, write down **one** language device which makes it effective.
Write a brief explanation of how each language device works.

a)

**Ray runs riot in
Sheldon showdown**

.....
.....

b)

**Indian restaurant curries
favour from locals**

.....
.....

c)

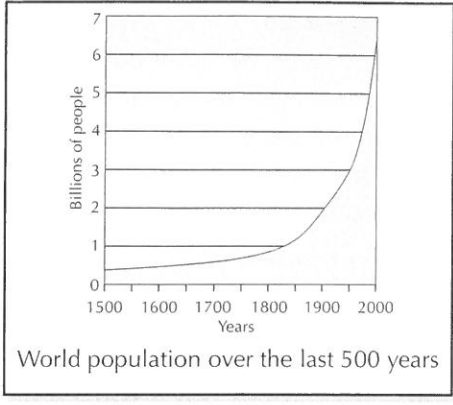
**Outrage at massive
tax increase**

.....
.....

Graphics and Captions

Q1 Briefly explain the intended purpose of each graphic and its caption.

a) (from a newspaper article about population growth)

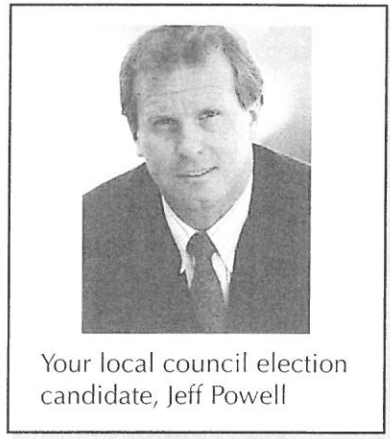


b) (from a hotel brochure)



All our rooms are clean, comfortable and luxurious

c) (from a political leaflet)



Your local council election candidate, Jeff Powell

a)

.....

.....

.....

b)

.....

.....

.....

c)

.....

.....

.....

Q2 Read the following advertisement for the holiday destination of Montserrat. How do the headings, photographs and captions help to achieve the text's purpose?

MINI-ESSAY QUESTION

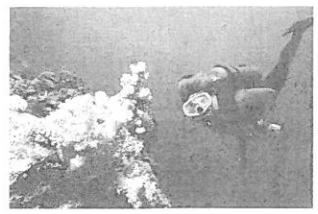
MONTSERRAT

The Emerald Isle of the Caribbean

Montserrat is a beautiful, lush, green, mountainous island, which Irish settlers named "the Emerald Isle of the Caribbean". Montserrat lies 27 miles south-west of Antigua, in the Eastern Caribbean chain of islands.



Relax on the island's idyllic, secluded beaches



Learn to dive amid beautiful unspoilt coral reefs

The beaches in Montserrat are remarkable in appearance as they have glistening black sand because of the volcanic nature of the island. They are some of the most secluded and unspoilt beaches in the world. For swimming and sunbathing they provide the most calming and leisurely experience available. The beaches also provide incomparable surroundings for diving, snorkelling, and other water sports.

For more information, go to www.visitmontserrat.com

Text Boxes and Text Columns

Q1 How does the use of columns in the following texts add to their effectiveness?

a) **Parrots under threat from pet trade**

A British-based conservation organisation has warned that the future of the world's parrots is becoming severely threatened by the international trade for pets.

Thousands of parrots are

captured and brought to Europe and North America each year, with many dying during the journey. Neotropical parrots have become one of the most threatened groups of birds in the world, because of

international trade and also deforestation of their natural habitats.

This trend is all the more alarming, the organisation says, because until recently parrots have flourished, with numbers on the increase.

b)

Item	Was	Now	SAVING
Stanford office desk	£149.99	£99.99	33%
McIntyre Classic Dresser	£899.99	£599.99	33%
Brockwell 3-seater sofa	£750.00	£375.00	50%

Q2 Explain why you think text boxes have been used in the following examples.

a)

*Energise, revitalise and relax...
...and work off those extra pounds!*

Bring this document to our reception to claim your free 2-week trial voucher (valid until the end of December). You will be entitled to free gym and pool use, exercise classes, social events and loads more!

b) Here are just two examples of people who have benefited from the generosity of people like you:

Name: Oscar Luis

Age: 9

Story: Oscar used to live in a tin hut in the barrios of São Paulo. He now has clean water and basic medical services.

Name: Srinitha

Age: 7

Story: Tiny Srinitha used to beg in the train stations of Delhi. Now she lives in a modest but safe apartment with her foster parents.

Bullet Points and Numbered Lists

Q1 Explain why the use of bullet points or numbered lists is effective in the following texts.

a)

Flu strikes hard and fast. Symptoms may include:

- fever
- aching all over the body
- headache
- dry cough
- lack of appetite
- extreme tiredness.

Do I look like I want to write about bullet points?



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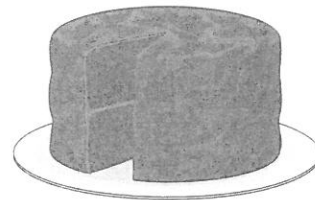
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b)

Chocolate cake recipe:

- 1) Lightly grease and line two 20cm wide, 4cm deep sandwich tins.
- 2) Pre-heat the oven to 180°C / gas mark 4.
- 3) Beat together the butter, sugar, eggs, flour, baking powder and cocoa.
- 4) Divide the mixture evenly between the prepared tins.
- 5) Bake for about 25 minutes, until risen and rich, dark brown.



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“Interesting” is boring...

When you talk about presentational devices it's important to say how they work. It's no good just saying that they make the text more interesting — you have to explain their specific effects.

Font Styles and Formatting

Q1 What impression is created by the following fonts? Explain why you think each font has been used.

a) Global warming is “worse than previously thought”, say Antarctic scientists

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b) Looking for a great day of family fun? Give Franny's Fun Farm a ring!



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c) Sometimes you need to take a few risks — and don't underestimate your own abilities...

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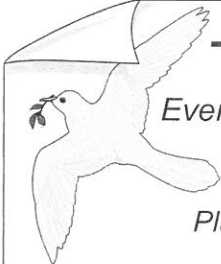
Q2 Describe the effects of formatting of the text in the following extracts.

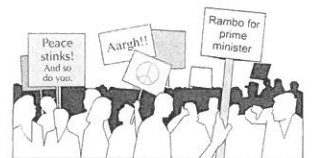
a) *the ~~main~~ story of the day.*
The failing company's chief executive has awarded himself a pay rise of a **whopping £50,000!**

Despite persisting rumours of bankruptcy

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b)  **Event: World Peace Rally**
Date: 15th April
Time: 7.30pm
Place: Hartnell Square



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Presentation and Layout — Overview

Q1 Read the text below and then answer the question at the bottom of the page.

Eat Superfoods to Give Your Health a Boost

Change your diet and feel better than ever — we tell you how...

By Tyler Steele

If your New Year’s resolution to live more healthily hasn’t taken off yet, don’t panic — here are some of the top “superfoods”, as recommended by dieticians:

- **Carrots** provide beta-carotene, which can reduce the risk of stroke.
- **Chilli peppers** can help to reduce cholesterol and protect you from cancer.
- **Tomatoes** stimulate immune functions.
- **Citrus fruits** are an excellent source of vitamin C, which helps your body fight cancers.

Health experts are keen to point out, though, that in addition to a balanced and nutritious diet, a healthy lifestyle must also include regular exercise. A good mixture of aerobic and anaerobic exercise taken three times a week is a good general guide.

“Exercise” doesn’t have to mean getting up at 5a.m. every day and running a half marathon! Something as easy as a brisk 30 minute walk every day can make a big contribution to improved health.

Write down four presentational devices the writer uses in the leaflet and explain why they are effective.

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Descriptive Language

Q1 Define the term “imagery”.

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Q2 For each example, identify the descriptive techniques used and say what impression they create.

a) As soon as I walked into the house, the squalid, unhygienic conditions were impossible to ignore.

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b) The scruffy youth had a shock of fiery red hair, so spiky that he looked in a permanent state of surprise.

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c) I remember my first football match so clearly: the sound of the fans as loud as ten jet engines; the emerald green pitch; the buzzing, electric atmosphere. I’ll never forget it.

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Q3 Read the text below, then answer the questions in the boxes.

From Memories of Aldport, by Geoff Buckley

I visited the old, ghostly railway station down the road from where I grew up. The grey, rusty bridge seemed to harbour countless memories of days gone by — the thunderous roar of an approaching train echoing down the track like a premonition of an alien invasion.

The fact that nothing passes under the bridge any more adds to the eerie atmosphere it has now, and the strange sense of so many lives having been lived under it in the past. I would like to take a stroll along the forbidding, overgrown lines — but the combination of an unnecessary barbed wire fence and the dense, strangulating bushes surrounding the sidings sadly make this impossible.



a) How does the writer of this text feel about the railway station he describes?

MINI-ESSAY
QUESTION

b) What writing techniques are used to describe the station and trains? How effective are they?

Metaphors, Similes and Analogies

Q1 Draw lines to link each term with its correct definition:

- a) **metaphor** An extended comparison where the writer describes exactly how one thing is like another.
- b) **simile** A comparison where the writer says that something is something else.
- c) **analogy** A comparison where the writer says something is similar to something else, often using the words "like" or "as".

Q2 For each phrase, say whether it is a **metaphor**, a **simile** or an **analogy**.

- a) John's as thick as two short planks. →
- b) Her eyes were X-rays, penetrating my soul. →
- c) An atom is similar to a solar system, with the electrons circling the nucleus in much the same way as planets orbit a star. →
- d) Jane was a tower of strength. →
- e) I was stuck like a lettuce in a teapot. →

Q3 What impression is created by the following simile? How does it create this impression?

Jane's efforts to cheer Tom up were as fruitless as the Sahara Desert.

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Q4 How effective is the following metaphor? Explain your answer.

His face was a snowfield of fear.

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I know the writer quite well — I metaphor times...
Make sure you've got all these terms worked out in your head before the exam. Metaphors, similes and analogies are similar but you need to learn the differences between them.

Personification, Alliteration and Onomatopoeia

Q1 Fill in the blanks in the following sentences.

- a) means repeating the same sound at the start of words in a phrase.
- b) means describing something as if it is a person or animal.
- c) means a word that sounds like what it is describing.

Q2 For each extract, write down the technique being used and give an example from the extract. Then say what effect the technique used creates.

- a) "The computer squawked into life before cheerily informing me I had performed an illegal operation."



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- b) "The thumping beats on offer at the venue now are a different world from the Oompah tunes of old."

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- c) "Bag a Bargain at Brigson's — Portsmouth's Premier Pig Farm!"

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Q3 Read the following extract from a travel book then answer the question that follows.

The streets of Kuala Lumpur are a labyrinth of lost lanes, back-streets, dead-ends and confusing alleys which double back on themselves. An apparently infinite series of haphazard side streets breaks out from the main street of the Chinatown area like snakes winding across the desert. On every corner hang the pungent but irresistible smells of food stalls offering a cornucopia of exotic cuisines.

The low growl of heavy trucks and buzzing of the thousands of scooters that swarm the streets like bees made my dreams of a bit of peace and quiet ridiculously optimistic. The sticky heat combined with choking exhaust fumes and incessant noise certainly made for a vibrant but less than relaxing atmosphere.

MINI-ESSAY
QUESTION

What writing techniques does the writer of this text use to make his descriptions vivid and effective?

Irony and Sarcasm

Q1 Draw lines to match each definition to the correct term.

- | | |
|--|---------|
| a) Making fun of someone in an attempt to damage their reputation. | irony |
| b) Language that is mocking or nasty. | sarcasm |
| c) Saying one thing but meaning another. | satire |

Q2 What is the effect of the writer's sarcastic tone in this article about extending pub licensing hours?

From *Unhappy Hour* by Jane Green

Of course, the solution to binge-drinking is perfectly clear: we should keep pubs open all day long. This way, everyone will get bored of the idea of beer and take up knitting instead. I can picture it now: the young louts who terrorise our streets will surely all turn to each other and say, "Do you know what, Jeremy? This drinking lark just isn't the wheeze it used to be when we got cleared out by 11 — I'm seriously considering my life options".

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Q3 How does the writer of the following extract use irony to express his opinion?

MINI-ESSAY
QUESTION

From *Customer Disservice – modern day madness* by Mel Sage

The other day I had to phone up my insurance company with the horrendously complicated problem of changing my address. After spending 20 thrilling minutes on hold listening to a variety of boy bands performing their hits, I finally got through to the man on whom my lofty ambition rested — Wayne.

However, there was a slight hitch. It seems that, for such a highly skilled telephone operative as young Wayne, a task which to mere mortals may appear simple must be performed with studious precision. Fortunately, his professionalism shone through as he kept me informed that he was having some "technical problems". Which was obviously of great comfort to me, as I watched night time slowly approach and began to revise my plans for what was left of the week.



Technical and Emotive Language

Q1 For each language feature, fill in the box with a **T** if it's used in technical language or an **E** if it's used in emotive language.

- | | | | |
|-----------------------------|--------------------------|-------------------------|--------------------------|
| a) statistics | <input type="checkbox"/> | d) jargon | <input type="checkbox"/> |
| b) bias | <input type="checkbox"/> | e) strong opinions | <input type="checkbox"/> |
| c) hyperbole (exaggeration) | <input type="checkbox"/> | f) rhetorical questions | <input type="checkbox"/> |

Q2 Find three features of emotive language in the following text, taken from a leaflet published by an environmental group. For each feature, give an example and describe what effect it creates.

What kind of future do we want to give our children? Do we want them to have fresh air to breathe? Do we want a clean, safe environment they can enjoy and share with their own children?

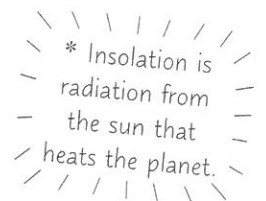
Or do we want a filthy, barren, concrete planet with nothing left of our once green and pleasant land, where trees are just something fondly recalled by their old, eccentric grandparents?

The answer is surely obvious. Yet if we allow the situation to carry on as it is now, with mass deforestation and overdevelopment in the world's most fragile environments, we're heading for disaster. We must take action now if we have any hopes of avoiding this catastrophe.

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Q3 How does the technical language in this extract from an article about climate help the writer get information across effectively to the reader?

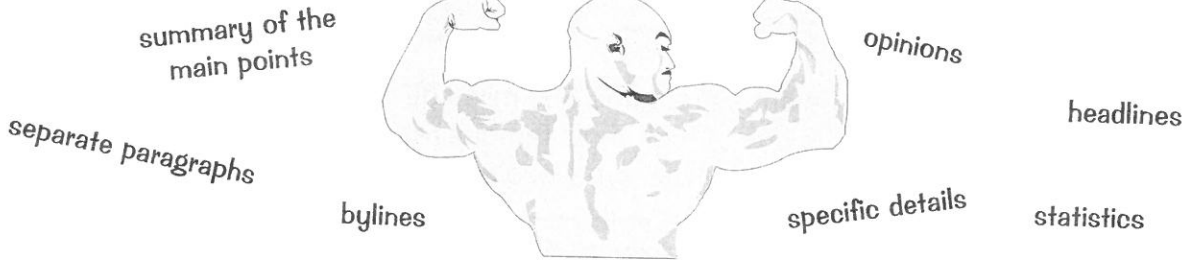
The United Kingdom has a temperate maritime climate, with most lowland areas receiving between 500 and 1000mm of annual precipitation. Annual temperatures are generally between 5 and 15°C, with urban areas up to 5°C warmer than rural areas, due to the urban heat island effect. The south is also warmer than the north, due to higher levels of insolation*.



-

Structure

Q1 Circle the features that you would usually expect to find in the body text of an article.



Q2 The following extracts have all been taken from the same newspaper article. For each one, say whether you think it is from the **introduction**, the **body** of the article, or the **conclusion**. Explain your answers.

a) Many motorists are in favour of the new trial scheme, seeing it as a simple, common-sense solution that will reduce the all-too-common frustration of traffic jams. But critics are concerned that, when the hard shoulder is being used for normal traffic, there will no longer be a safe place for broken down vehicles to await rescue — despite assurances that there will be regular patrols by towing vehicles to avoid accidents caused by stationary vehicles.

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b) The main issue is whether it can prove these worries wrong and effectively reduce congestion without adding to accident rates. If it can, it is likely to prove much more popular than other methods, such as toll roads, which are often under-used, and building extra lanes, which attracts complaints for environmental reasons. If the scheme proves successful, it could be introduced to motorways up and down the country.

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c) A controversial new scheme to avoid traffic congestion on one of Britain's busiest roads has divided opinion among motorists and road safety groups. The strategy, on trial from this week, allows drivers to use the hard shoulder when the amount of traffic is highest. The hard shoulder will continue to be used only for breakdowns at less busy times, with motorway signs to tell motorists when they can be used.

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Every bit of the article is important

Although they contain less information than the body text, the introduction and conclusion are very important. The intro gets the reader's interest, and the conclusion is what will stick in their mind.

Writing Techniques — Overview

Q1 Read the text from a holiday brochure below and then answer the question at the bottom of the page.

Galápagos Islands — The ‘Enchanted Isles’

The beautiful Galápagos islands are some 600 miles off the coast of Ecuador. Named after the giant tortoise which is one of their most famous residents, the Galápagos islands are probably the world’s most well-preserved ecological site. This unique experience should be added to every traveller’s to-do list.

For such a small and remote set of islands, the Galápagos have made an enormous contribution to science and modern thought, being the home of Darwin’s finches, which formed the basis for his theory of natural selection. The overwhelming variety of animal and plant life that first attracted Darwin to these islands is still present today, with birds alone accounting for over 160 different species.

Only about 30,000 people live on the islands. The majority of the area is a protected National Park. There are thirteen larger volcanic islands which you can visit, as well as a further six smaller islands and over one hundred rocks and islets.

The sea is a sapphire of intense blue. The wildlife, which includes blue-footed boobies, flightless cormorants and marine iguanas, is as friendly and curious as a puppy. Surely the chance to see this wonderful display of flora and fauna is irresistible?

Write down four language devices the writer uses to describe the Galápagos islands and explain why they are effective.

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3.
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Search and Find Questions

Q1 Look at the text below and the question that follows. Tick the box under the best exam answer, and explain why you think it is the best.

“Last weekend we found ourselves with nothing to do on a warm, sunny day, so decided on a trip to the zoo. The entrance to the zoo was via a rusty iron gate that looked in serious need of repair. The floor was littered with discarded crisp packets, drinks cans and revolting looking bits of burger buns. I thought things might improve once we were inside, but unfortunately I was wrong: the majority of the animals looked malnourished and miserable in their enclosures, which all seemed dull and empty with nothing for the animals to do, and precious little space for them to run around in. All in all, it was a pretty depressing place.”

1. According to the author, why is the zoo such a “depressing place”?

a) The writer doesn't like the way the zoo looks on the way in, and once inside he is not impressed by the animals' enclosures. It sounds like they were horrible. This made the writer regret going to the zoo.

b) The writer is disappointed by the appearance of the zoo, referring to the “rusty iron gate” and littered floor, full of “revolting looking bits of burger buns”. He is also concerned by the “dull and empty” enclosures and the “malnourished and miserable” appearance of the animals.

c) The writer went to the zoo on a “warm, sunny day” at the weekend. They hadn't planned on going to the zoo, but had nothing else to do. Unfortunately, he wasn't impressed by the animals and the zoo entrance, describing it as a “pretty depressing place”.

This answer is the best because

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Q2 Read the text below.

I just can't understand the popularity of hip hop. Hardly any of it's original, and it's just far too easy to make. Whereas rock music involves real instruments that need skilled musicians, hip hop's created mainly on a computer, and often from recycled bits of somebody else's music. I'm not saying that anyone could do it, but I can't believe it's particularly difficult.



Born on the streets, Harold was a rudeboy.

Write down **three phrases** from the text that would be helpful in answering the question: “Why does the writer think that rock music is better than hip hop?”

1.
2.
3.

P.E.E.D.

Q1 Read the following exam answers. Tick the answers which use the P.E.E.D. technique (Point, Example, Explain, Develop).

a) The writer uses similes to make his description of Kidston's motor racing more vivid. For example, he describes Kidston's Bentley as being "like a cheetah". This shows how powerful and fast Kidston's car was. This phrase also connects Kidston himself with the cheetah, suggesting that he is exciting and exotic too.

b) The writer says the racing driver Glen Kidston was rich, glamorous and charismatic. He had an affair with the young Barbara Cartland, who named her first son after him. He won the Le Mans 24-hour race in 1929, but died tragically in a plane crash in the Drakensberg Mountains in 1931, aged just 32.

c) The writer uses the headline of the magazine article to capture readers' attention. It describes Glen Kidston as "Britain's Forgotten Hero". This sounds glamorous and mysterious and would intrigue readers, making them want to read the rest of the article.

Q2 Read the following extract from a tourist information sheet and answer the question which follows.

Avebury Visitor Centre: Information Sheet 5

West Kennet Long Barrow — The Skeleton Tomb

West Kennet Long Barrow is an ancient chambered tomb near Avebury. There are five chambers (rooms) in the tomb. It is safe to go inside the tomb to look at the chambers. When the tomb was excavated, different types of skeleton were found in each chamber:

- Male adult skeletons were found in the main chamber, opposite the entrance.
- Children's skeletons were found in the chamber to the left of the entrance.
- The skeletons of elderly people were found in the chamber to the right of the entrance.
- A mixture of male and female adult skeletons were found in the two other chambers.

Explain how the writer has used a presentational device to make the text more effective. Use the P.E.E.D. framework below to help you answer the question.

Point

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Example

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Explanation

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Development

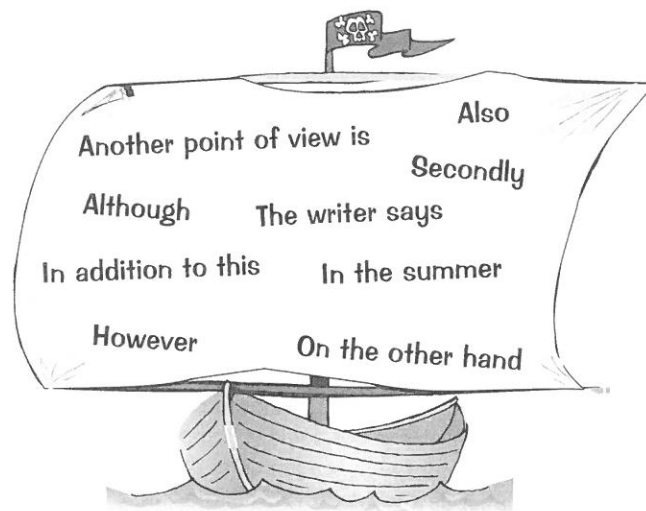
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So much better than freestyle waffling...

P.E.E.D. gives you a framework for answering the questions about how a writer has done something. Back up each of the points you make with examples and explanations, then develop them if you can.

Writing in Paragraphs

- Q1 Circle the words and phrases which would be useful for linking paragraphs together.



- Q2 Read the following exam answers. The student hasn't linked their paragraphs together well. Rewrite the exam answers (a-d), so that the paragraphs are linked smoothly together.

You'll need to write your answers to this question on separate paper.

a) The writer uses several presentational devices to make the article more effective. One example is the headline which is in a large, bold font. This grabs the reader's attention immediately when they see the article.

The background colour of the article is grey, which emphasises the sombre tone of the article. Muted colours like grey are associated with serious subjects.

b) The writer uses linguistic devices to make her argument more persuasive. Firstly, she uses the rhetorical question "Who would want an axe-murderer living next door?" to encourage the reader to identify with her point of view.

The writer uses a metaphor to describe her opinion: "this situation is a slippery eel which might twist out of our grasp". This creates a vivid image of the difficulty of the situation.

c) The first text argues in favour of school uniforms. For example, it describes them as "a symbol of unity and school identity" which implies a traditional, positive viewpoint.

The second text argues against school uniforms. It describes them as "a fashion disaster" and "an embarrassment to pupils", suggesting a very negative opinion.

d) The book extract is aimed at an audience of primary school children. It includes simple pictures to explain how to use a camera, making it easy for children to understand.

The magazine article is aimed at adults who are interested in photography. It uses technical vocabulary such as "developer" and "focus" which shows it's written for photography enthusiasts.

- Q3 Rewrite the following answer. Break it down into three paragraphs and add appropriate words or phrases to make the paragraphs link smoothly together. You will need to use your own paper for this question.

The extract from the biography argues that Orson Welles' career was a "magnificent failure". It points to the fact that his greatest achievement 'Citizen Kane' was made before the age of thirty, and that he ended his career "ignominiously" narrating adverts. The magazine article argues that Orson Welles was a wonderful director and actor throughout his career. It suggests that people like the "myth" of Orson Welles' fall from grace and ignore his later achievements. It describes his "iconic" cameo in 'The Third Man' and his 1958 film 'Touch of Evil' as "neglected high points". The third text, the interview with Orson Welles, shows that he himself had conflicting feelings towards his career and achievements. The interviewer describes him as "fiercely proud" of his films, but also "insecure beneath the bravado".

Reading with Insight

Q1 Draw lines to match up each sentence (a-d) with the type of tone it conveys (i-iv).

- | | |
|--|------------------------------|
| a) I was disgusted by the badly researched, shabby journalism displayed by your newspaper's coverage of the event. | i) light-hearted tone |
| b) The MP Gareth Soames visited the County Hospital on Thursday 11th December to open a new ward. | ii) sarcastic tone |
| c) Gary Barlow's dancing drew gasps of wonder from the crowd — the rumours were true, he really had improved! | iii) serious tone |
| d) There's nothing I love more than queueing in a really long traffic jam on a boiling hot day — it's fantastic. | iv) angry tone |

Q2 Read the following text and answer the questions which follow.

The films Alfred Hitchcock made in the 1950s and 1960s contain glimpses of greatness. Iconic images from these films have entered popular culture, for example Janet Leigh screaming in the shower in 'Psycho'.

However, when looking at Hitchcock's career as a whole, it is his earlier films from the 1930s and 1940s which still delight. Early movies like 'The 39 Steps' and 'The Lady Vanishes' have a wonderful humour, pacy and lightness of touch. In contrast, his later films, even classics like 'Vertigo' and 'The Birds', are often leaden in their pace and tone.

One reason for the change in quality of Hitchcock's films was the way he started to be treated as a prestigious, "auteur" director as he got older. Younger film directors like François Truffaut idolised him. This swelled Hitchcock's already substantial ego, and contributed to an increasingly pretentious style of film-making. Stories from the 1950s and 1960s about his bullying, possessive attitude towards young actresses like Tippi Hedren, also raise doubts about his professionalism in his later years.

So my advice is: settle down on the sofa to watch some of those early, off-the-cuff, Hitchcock masterpieces — and leave the later "classics" for nerdy film students.

a) Pick out words and phrases from the text to complete the table below.



Words and phrases which imply the writer dislikes Hitchcock's later films	Words and phrases which imply the writer likes Hitchcock's early films	Words and phrases which imply the writer dislikes Hitchcock as a person
1.	1.	1.
2.	2.	2.

b) How does the tone of the text change in the last paragraph?

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c) In this text, the writer describes his enthusiasm for Alfred Hitchcock's early films. Describe something you feel enthusiastic about — and explain how this helps you understand the writer's feelings.

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Comparing Texts

Q1 Read the following two texts and answer the questions which follow.

Linda's Problem Page — answers your most embarrassing problems!!!

I farted in front of him!

Dear Linda,

There's a boy at school I really like. He sat next to me in a Maths lesson and I was really excited cos I thought he might fancy me. But I farted and he hasn't talked to me since. What can I do? Love Zoe xxxxxx

Linda says....

Hi Zoe,

Oops! How embarrassing! Don't worry though. Silly moments like this happen to all of us. If this boy really likes you, he won't let one fart get in the way of a relationship. My advice is: be confident, and go and talk to him next time you see him. You'll both soon forget all about it. Good luck! Linda.



Write to Linda c/o 'Girl!' magazine, PO Box 5058

Personal Financial Advice: Case Study

Case Study: Ms Barber, 35, single, no dependants

Salary: £18,000 per annum

Savings: £14,500 in an ISA, 3.5% interest

Pension: Contributes 8% of her salary to a private stakeholder pension.

Property: 1 bed flat, mortgage £290/month.

Debt: Credit card debt £2100, 9% APR

The Daily Missive's financial advisor,

Greg Smith writes Ms Barber should pay off her credit card debt using part of her ISA savings. She's currently paying more interest on her credit card debt than she is earning on her ISA.

Secondly, Ms Barber should find out whether her employer would be

prepared to make contributions to her pension, which would improve her pension fund.

Finally, Ms Barber should move her ISA to a different bank or building society. 3.5% isn't a competitive rate of interest for an ISA. She should aim for 4.5%.

a) Complete the following table with notes about the two texts.

	Linda's Problem Page	Personal Financial Advice
Audience of text		
Purpose of text		
Tone of text		
Main language devices used		
Main presentational devices used		

b) Compare how each text uses language and presentational devices.

MINI-ESSAY
QUESTION

Aah, farting in Maths lessons... Those were the days...

You're rattling through the book now — only the exam section left to go. Don't worry about that — it might look like a tiger, but it's really just a harmless tabby cat. Aah.

Sample Exam — Questions

In this section, you get to be the examiner. You'll look at some students' answers to exam questions and decide what marks they should get. It'll help you understand what examiners are looking for — which will improve the quality of your own answers. Here's how it works:

- 1) **Read** the sample exam questions and texts on pages 30-33. They're similar in style to the ones you'll get in your **Unit 1** GCSE English Language or GCSE English exam. Make sure you understand the questions and texts. You **don't** have to answer the questions.
- 2) Then on pages 34-41 there are **mark schemes** explaining **how to mark** each question. And there are some **student answers** which you have to mark.

Here are the sample exam questions. Remember — this time you don't have to answer them. Phew.

The **Resource Material** is a web page about Oxford called 'Be Inspired'.

The other item is an extract from 'Notes from a Small Island',
a travel writing book by Bill Bryson.

Look at the web page ('Be Inspired') on the opposite page.

1. According to the web page, what is there to see and do in Oxford?

[10 marks]

2. How does the Oxford web page try to attract visitors to the city?

Think about:

- what it says;
- how it says it;
- the pictures and captions used;
- the use of internet features.

[10 marks]

Now look at the extract from 'Notes from a Small Island' by Bill Bryson.

3. What are Bill Bryson's thoughts and feelings about how Oxford looks?

[10 marks]

To answer the next question you will need to look at both texts.

4. The web page and the extract from Bill Bryson's book give different impressions of Oxford. Compare and contrast what the two texts say under the following headings:

- the attractions of Oxford;
- the university of Oxford.

[10 marks]

If you're taking your GCSEs in Wales, the exam might be different. Check with your teacher.

And tonight Matthew — I will be The Examiner...

Enjoy being an examiner while you can. Cherish the feeling of power... Buy a red pen... On p.42 your examiner status will be taken away and you'll have to answer the questions again. Drat.

Exam Text: Web Page

Here's the first text for the exam questions on the previous page. It's a web page about Oxford.

Be Inspired



© iStockphoto.com/Snowhill

Oxford — just an hour on the train from the heart of London, a visit to this hive of history, culture and education is sure to leave you satisfied. Whether you're after a lazy picnic in Port Meadow, a whistle-stop tour of the university, or simply the chance to grab a coffee and indulge in a bit of retail therapy — Oxford is the place to be. The city's pretty colleges and quadrangles are clustered together, so once you've arrived you'll be free to wander the quaint, cobbled lanes and seek out some of the city's best kept secrets. If you haven't got time to explore the city at a leisurely pace, why not hire a bicycle or a punt for a cheap chance to see Oxford from a different perspective?

> Accommodation

> Getting here

> Arts and Theatre

> Shopping

> Museums

> Eating out

> The University

> Exploring
Oxfordshire

The ancient university

Without doubt, the jewel in the crown of this historic city is its university — the oldest in the English-speaking world. It's famous for schooling some of the world's most celebrated minds and has produced leaders in fields as diverse as politics, science and literature. Hundreds of years of tradition are waiting to welcome you, and the university still leads the way in many of its departments — research carried out here is second to none and is at the forefront of academic advancement. Around the start and end of the academic year, you'll be able to see students around the town in traditional academic dress, which provides great photo opportunities. Also, if you can drag yourself from the comfort of one of Oxford's superb hotels for an early start, you shouldn't miss the opportunity to watch the college and university rowing teams training on the water before their lectures begin.



© iStockphoto.com/stockshares

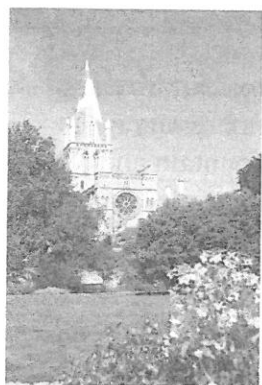
Founded in 1379, New College is one of the stunning Oxford colleges open to the public. Click on the video link above for a virtual tour.

A modern metropolis

Oxford seamlessly merges the traditional with the modern. Academic gowns that have been traditional for centuries are worn by teenage students talking on their mobiles, and centuries-old pubs can be found nestled between high-street giants and international chains. As a result, Oxford offers unrivalled variety to shoppers and diners — there are scores of independent shops, cafés and restaurants as well as the big names you'd expect to find on any high street. Whatever you're looking for, chances are you'll be able to find it here.

Open spaces in the city

The Botanic Garden, tucked away on the south side of Magdalen Bridge, offers an oasis of tranquillity if the buzz of the high street is not your thing. It boasts a startling selection of 7,000 different species of plants. The garden, along with the nearby Harcourt arboretum, is well worth a look for any green-fingered visitors or for those who simply appreciate fresh air and open space. Alternatively, the University Parks, Christ Church Meadow and Port Meadow all provide plenty of room to relax or take the kids to let off some steam.



© iStockphoto.com/Edward Shaw

Christ Church Cathedral — one of many places in Oxford where open space, relaxation and history go hand in hand.

The 19th century poet Matthew Arnold described Oxford as the city of 'dreaming spires', so what better way to round off your visit than by looking down over the city from one of its tallest towers? From the top of the University Church of St Mary the Virgin you are treated to a 360-degree panorama, which allows you to see down into the private grounds of the surrounding colleges and gives stunning views of famous landmarks, such as the Radcliffe Camera, the Bridge of Sighs and the Examination Schools.

History. Culture. Education. Oxford has it all!

Exam Text: Travel Writing Extract

Here's the second text for the exam questions on page 30. It's an extract about Oxford from a travel book by Bill Bryson. Give it a read through.

Notes from a Small Island

by Bill Bryson

I have the greatest respect for Oxford University and its 800 years of tireless intellectual toil, but I must confess that I'm not entirely clear what it's *for*, now that Britain no longer needs colonial administrators who can quip in Latin. It's very impressive I'm sure, but perhaps a tad indulgent in a country with three million unemployed. Only the night before there had been an item on *News at Ten* in which Trevor McDonald had been radiant with joy to announce that the Samsung Corporation was building a new factory in Tyneside which would provide jobs for 800 people. Now it seems to me that when a nation's industrial prowess has plunged so low that it is reliant on Korean firms for its future economic security, then perhaps it is time to re-address one's educational priorities and maybe give a little thought to what's going to put some food on the table.

But I digress. My gripe with Oxford has nothing to do with how it educates its scholars. My gripe with Oxford is that so much of it is so ugly. Come with me down Merton Street and I will show you what I mean. Note, as we stroll past the backs of Christ Church, the studied calm of Corpus Christi, the soft golden glow of Merton, that we are immersed in an architectural treasure house, one of the densest assemblages of historic buildings in the world, and that Merton Street presents us with an unquestionably becoming prospect of gabled buildings*, elaborate wrought-iron gates and fine seventeenth- and eighteenth-century townhouses. Several of the houses have been mildly disfigured by the careless addition of electrical wires to their façades* but never mind. They are easily overlooked. But what is this inescapable intrusion at the bottom? Is it an electrical substation? No, it is the Merton College Warden's Quarters, a little dash of mindless sixties excrescence* foisted on an otherwise largely flawless street.

Now come with me while we backtrack to Kybald Street, a forgotten lane lost amid a warren of picturesque little byways between Merton Street and the High. At its eastern extremity Kybald Street ends in a pocket-sized square that positively cries out for a small fountain and maybe some benches. But what we find instead is a messy jumble of double- and triple-parked cars. Now on to Oriel Square: an even messier jumble of abandoned vehicles. Then on up Cornmarket (avert your gaze; this is *truly* hideous), past Broad Street and St Giles (still more automotive messiness) and finally let us stop, exhausted and dispirited, outside the unconscionable* concrete eyesore that is the University Offices on the absurdly named Wellington Square. No, let's not. Let's pass back down Cornmarket, through the horrible, low-ceilinged, ill-lit drabness of the Clarendon Shopping Centre, out on to Queen Street, past the equally unadorable Westgate Shopping Centre and central library with its heartless, staring windows and come to rest at the outsized pustule* that is the head office of Oxfordshire County Council.

Exam Text: Travel Writing Extract

Now none of this would bother me a great deal except that everyone, but everyone, you talk to in Oxford thinks that it is one of the most beautiful cities in the world, with all that that implies in terms of careful preservation and general liveability. Now I know that Oxford has moments of unutterable beauty. Christ Church Meadow, Radcliffe Square, the college quads, Cattle Street and Turl Street, Queens Lane and much of the High Street, the botanic garden, Port Meadow, University Parks, Clarendon House, the whole of north Oxford — all very fine. It has the best collection of bookshops in the world, some of the most splendid pubs and the most wonderful museums of any city of its size. It has a terrific indoor market. It has the Sheldonian Theatre. It has the Bodleian Library. It has a scattering of prospects that melt the heart.

But there is also so much that is so wrong. It is a beautiful city that has been treated with gross indifference and lamentable incompetence for far too long, and every living person in Oxford should feel a little bit ashamed.

Goodness me! What an outburst! Let's lighten up and go look at some good things. The Ashmolean, for instance. What a wonderful institution, the oldest public museum on Planet Earth and certainly one of the finest. How is it that it is always so empty? I spent a long morning there politely examining the antiquities, and had the place all to myself but for a party of schoolchildren who could occasionally be sighted racing between rooms pursued by a harried-looking teacher, then strolled over to the Pitt-Rivers and University Museums, which are also very agreeable in their quaint, welcome-to-the-1870s sort of way.

Perhaps I'm too hard on poor old Oxford. I mean it is basically a wonderful place, with its smoky pubs and bookshops and scholarly air, as long as you fix your gaze on the good things and never go anywhere near Cornmarket or George Street.

- * **gabled buildings** — where part of a building (usually the roof or the bit above a door or window) forms an upside-down 'v' shape.
- * **façade** — one side of the outside of a building, usually the front.
- * **excrescence** — an abnormal growth that has no useful purpose.
- * **unconscionable** — something that's morally wrong.
- * **pustule** — a swelling on the skin filled with pus.

Mark Scheme — Question 1

This page gives you advice and a mark scheme for marking question 1 of the sample exam. Read this information and digest it. Then you'll be ready for marking the student answers on p.35.

Question 1 is about finding information

- 1) The first question is usually the easiest to score lots of marks on, to ease you into the exam.
- 2) All you have to do is find information in the text and write it in your answer.
- 3) This question's worth 10 marks, so a good answer should mention at least ten different things to see and do in Oxford.

Look for good points like these when you're marking

If a student's written good points like these in their answer, they're on track for a good mark...

- You can have a "lazy picnic in Port Meadow".
- You can go shopping: "indulge in a bit of retail therapy".
- You can hire a bike or punt to "see Oxford from a different perspective".
- At the start and end of the academic year you can see students in "traditional academic dress" and take photos of them.
- You can climb to the top of one of Oxford's tallest towers, from which you have "a 360-degree panorama" of the city.
- You can watch rowing teams from the university "training on the water".
- You can visit the Botanic Garden, which "offers an oasis of tranquillity".

There are plenty of other good points that could get marks — these are just suggestions.

Use this mark scheme to mark question 1

Look at the table below to see what an answer needs to be like to gain each mark. Some of the rows of descriptions are for a range of possible marks (e.g. 2–4 marks). If the answer does everything in the description, and does it well, give it a mark from the top end of the range. If the answer doesn't do everything, but does do some of it, give it a mark from the bottom end of the range.

Mark	Quality of Answer
0 marks	Nothing written that helps to answer the question.
1 mark	Simple comments with a few references to the text, or just copying large chunks of it. Most comments don't really answer the question, and may misinterpret the text.
2–4 marks	Simple comments about the basic ideas of the text, showing understanding of the obvious things there are to see and do in Oxford. Some relevant examples are used.
5–7 marks	Makes several valid points which clearly say what there is to see and do in Oxford. Uses relevant examples from the text.
8–10 marks	Selects and explains a wide range of valid points, to show a clear understanding of both the text and the question. Answer is written fluently, and in full, well-structured sentences.

A good mark — see his Gospel for more...

The mark scheme might look a bit scary at first — but give it a read through and you'll see it's common sense really. The better the answer, the better the mark. It ain't rocket science.

Sample Answers — Question 1

Now it's your turn to be the examiner. This can be tricky but it's really useful if you can do it.

- 1) Make sure you've read the advice and mark scheme on page 34.
- 2) Use the mark scheme to mark the answers to question 1 below.
- 3) Explain how you've decided on the marks in the lines below the answers.
- 4) The first one's been done for you to show you what to do.

Write notes around the answer — that's what the real examiners do.

Look at the web page ('Be Inspired') on page 31.

1. According to the web page, what is there to see and do in Oxford?

[10 marks]

Answer 1

1

The web page shows a wide variety of things to see and do in Oxford to satisfy all sorts of people. There are pretty colleges and quadrangles to visit, where you can see students in "traditional academic dress" at certain times of year. You can also watch the rowing teams training first thing in the morning. To relax, you can visit the University Parks, Christ Church Meadow and Port Meadow. You can also go to the Botanic Garden which has 7,000 species of plants and is an "oasis of tranquillity". If you want to shop or eat though, there are "scores" of shops, cafes and restaurants offering "unrivalled variety". To admire the view of Oxford's famous spires, you can climb to the top of the tower of the University Church of St Mary the Virgin.

This answer gets marks out of 10 because ... there are seven clear points about what you can see and do in Oxford, and they have been backed up with relevant examples. Some of the points made in the text are missing though, for example, there could be more detail about the things you can see from the top of the church tower.

Answer 2

1

Oxford is just an hour away from London. It will leave you satisfied. You can have a lazy picnic in Port Meadow, or take a tour of the university to see the pretty colleges. There are loads of different shops and restaurants you can go to, and the city has lots of well-kept secrets.

This answer gets marks out of 10 because

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Mark Scheme — Question 2

Here's advice and a mark scheme for marking question 2. Read all this info through — then you'll be prepared for marking the sample student answers on the next page.

Question 2 is asking about the techniques the writer's used

- 1) Think about the purpose of the web page — it's trying to persuade people to visit the city, so look for different persuasive techniques.
- 2) Good answers will use P.E.E.D. (Point, Example, Explain, Develop). They won't just spot the techniques used, they'll also give examples from the text, explain how these attract visitors to the city and say why they're effective. Try to use P.E.E.D. on questions that ask you 'how'.

Look for good points like these when you're marking

These are the kinds of points you'd find in a good answer to the question...

What it says

- The web page says that Oxford is "just an hour" away from London, which makes it sound easily accessible to lots of visitors. This means that they will be more likely to visit after reading the web page, because they will know that it's not difficult to get to Oxford.

How it says it

- The web page appeals directly to the reader by using the pronoun "you" throughout. For example, "so once you've arrived you'll be free to wander". This makes it seem like the web page is aimed only at the person reading it, so they will be persuaded because they will feel like they have been singled out as someone who should visit Oxford.

The pictures and captions used

- The heading "Be Inspired" has the letters "spire" picked out in italics, and is next to a photo of the famous "dreaming spires" that we are told about. Together, these emphasise one of Oxford's most beautiful features and suggest that the reader will be inspired by the sights they see in Oxford, which will make them want to visit.

The use of internet features

- There is a video clip embedded on the page to allow people to have a "virtual tour" of one of the "stunning Oxford colleges". This gives people a taste of what they can see in Oxford, so they will be tempted to visit because they will have already seen how beautiful it is.

Mark question 2 like this

Here's the mark scheme table for question 2.

Mark	Quality of Answer
0 marks	Nothing written that helps to answer the question.
1 mark	Simple comments with a few references to the web page, or just copying large chunks of the text.
2–4 marks	Simple comments that show a basic understanding of the more obvious features of the web page. Some examples used and some attempt to explain how the features attract visitors to Oxford.
5–7 marks	Makes several valid points about how the features of the web page persuade the reader to visit Oxford, using relevant examples. All bullet points are covered.
8–10 marks	Detailed answer that covers all four bullet points in depth, and clearly explains how the persuasive techniques work on the reader. The answer is written fluently, and in clear, well-structured sentences.

Sample Answers — Question 2

Now it's time to have a go at marking answers to question 2. Don't be too merciless...

- 1) Read the mark scheme on page 36.
- 2) Use this mark scheme to mark the answers to question 2 below.
- 3) Then explain why you gave those marks in the lines below the answers.

It's how you explain
your marking that's
the important bit.

2. How does the Oxford web page try to attract visitors to the city?
Think about:

- what it says;
- how it says it;
- the pictures and captions used;
- the use of internet features.

[10 marks]

Answer 1

2

The web page uses lots of difficult words. The pictures are eye-catching so we will look at them and the page will be less boring. It is on the internet so lots of people can see it.

This answer gets marks out of 10 because

.....

.....

Answer 2

2

The web page tells us that Oxford is a mixture of "centuries-old pubs" and modern shops and restaurants: "Oxford seamlessly merges the traditional with the modern". This attracts visitors because Oxford has something to please everyone, whether they want to "indulge in a bit of retail therapy" or "wander the quaint, cobbled lanes". It seems that Oxford is packed with things for visitors to see and do.

The web page uses positive language when describing Oxford and the things you can see and do there. Words like "opportunity", "satisfied", "indulge" and "comfort" persuade the reader to visit Oxford because they suggest that you will have a great time if you do.

The pictures show some of the beautiful and ancient buildings of Oxford. The one at the top is of the "dreaming spires" next to a heading that encourages you to "Be Inspired" with the letters spelling "spire" in italics. This highlights the attractive buildings in Oxford and how they are inspirational to look at, which makes the reader want to come and see them for themselves.

There is also a menu to help navigate to different pages about Oxford, and a video to watch so you can find out more.

This answer gets marks out of 10 because

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Mark Scheme — Question 3

Hopefully you'll be getting the hang of it by now. Read through the advice and mark scheme on this page, then mark the answers on p.39.

Question 3 is about the writer's opinions

- 1) This question is about finding the bits of the text that reveal the writer's thoughts and feelings about how Oxford looks.
- 2) A good answer will comment on these quotes, explaining how they show what Bill Bryson's opinions are.
- 3) Remember that the question is asking about how Oxford looks — so a good answer won't go rambling on about what he did while he was there, or what he thinks of the university.

Look for good points like these when you're marking

- Bill Bryson thinks some of the buildings in Oxford are extremely beautiful. He says that if you go to Merton Street you will see "an unquestionably becoming prospect" of "fine" houses. However, he also says that some of these have been "mildly disfigured" by things like electrical wires. He isn't too bothered by this though, as he says "but never mind".
- Bryson thinks that some of Oxford's little squares have been ruined by "a messy jumble of double- and triple-parked cars". He thinks that they should have features like fountains and benches instead. The "automotive messiness" emphasises the fact that he thinks the "architectural treasure house" of Oxford has been "disfigured" by modern influences.
- He feels strongly that the modern buildings in Oxford are ugly. He describes the Merton College Warden's Quarters as "a little dash of mindless sixties excrescence", suggesting that they are ugly, unnecessary and were built without much thought. He thinks that the street is otherwise "largely flawless", so it has been ruined for him by this one building.

Remember — these
are just suggestions.

Mark question 3 like this

The table below describes what an answer needs to be like to get each mark.

Mark	Quality of Answer
0 marks	Nothing written that helps to answer the question.
1 mark	Simple comments with a few references to the text, or just copying large chunks of it. Most comments don't really answer the question, and may misinterpret the text.
2–4 marks	Simple comments showing a basic understanding of Bill Bryson's more obvious thoughts and feelings about how Oxford looks. Some relevant examples are used.
5–7 marks	Makes several valid points about Bryson's thoughts and feelings, backed up by relevant examples from the text. All points are clearly related to how Oxford looks.
8–10 marks	Clearly explains a wide range of valid points about Bryson's opinion on how Oxford looks, showing a full understanding of both the text and the question. Answers are written fluently, and in full, well-structured sentences.

Sample Answers — Question 3

More marking for you to do on this page. Remember to write "v.g." on the good answers...

- 1) Read the mark scheme on page 38.
- 2) Use this mark scheme to mark these answers to question 3.
- 3) Then explain why you gave those marks in the lines below the answers.

Now look at the extract from 'Notes from a Small Island' by Bill Bryson.

3. What are Bill Bryson's thoughts and feelings about how Oxford looks? [10 marks]

Answer 1

3

Bill Bryson thinks that a lot of Oxford is ugly because there's a messy jumble of abandoned vehicles. But, he has the greatest respect for Oxford university. He thinks it has done 800 years of tireless intellectual toil and is very impressive.

This answer gets marks out of 10 because

Answer 2

3

Bill Bryson thinks that Oxford is "a beautiful city". This is clear because he lists places such as "Port Meadow" and "the whole of north Oxford" that he describes as "moments of unutterable beauty". However, he also says that "so much of it is so ugly". The repetition of "so" reinforces how strongly he feels about the ugliness of some parts of the city.

Bryson takes us on a tour of Oxford, describing the places he thinks are attractive: Merton College has a "soft golden glow" and Merton Street is an "unquestionably becoming prospect". He does acknowledge though, that some of the "fine" houses on this street have been "mildly disfigured" with wires, but these are "easily overlooked" so he isn't too bothered.

He goes on to describe some buildings that he thinks are very ugly. He says the Merton College Warden's Quarters are an "inescapable intrusion" and uses a rhetorical question "Is it an electrical substation?" to express his disbelief that such a "mindless", ugly building is present on an otherwise "largely flawless" street. He also describes the county council office as an "outsized pustule". The word "pustule" shows his feelings by creating an image of Oxford as a living city which is diseased with ugly buildings.

He further expresses his idea that Oxford's beauty has been ruined by mentioning the "automotive messiness" he finds in Oxford's squares. By describing the parked cars as a "messy jumble", he lets the reader know that he thinks they are inappropriate and ugly.

Bryson feels that Oxford is, in general, very attractive, but only if you "fix your gaze on the good things" and avoid the ugly areas.

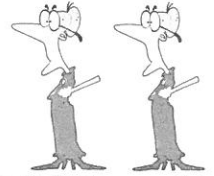
This answer gets marks out of 10 because

Mark Scheme — Question 4

This is the last question on the exam paper — and the hardest. Read through this page to find out what a good answer needs to be like.

Question 4 asks for a comparison

- 1) Compare and contrast means you should look for similarities and differences.
- 2) The question says to write under two headings — so the answer should be in two parts, under each heading.
- 3) There should be an equal amount under each heading, and on each text.



The similarities were obvious.

Look for good points like these when you're marking

The attractions of Oxford

- The web page says the shops are an attraction of Oxford. There are "independent shops" and "big names" from the high street, so visitors can "indulge in a bit of retail therapy". Bryson likes some of the shops, he says that Oxford has "the best collection of bookshops in the world", but he thinks the "ill-lit drabness" of the shopping centres makes them "unadorable".
- Both the web page and Bryson point out that the "centuries-old pubs" are an attraction. The web page informs us that, along with modern restaurants, they help to provide "unrivalled variety" to those eating out. Bryson says that Oxford has "the most splendid pubs", which shows that he thinks they are a great attraction of the city.

The university of Oxford

- The web page describes the university as "the jewel in the crown" of the city, with its "stunning" colleges and "pretty" quadrangles. Bryson agrees that the college quads are "very fine" but unlike the web page, he says that some of the university buildings are ugly. For example, he says the University Offices are a "concrete eyesore".
- Bryson states that, even though the university has been going for "800 years", he doesn't think it's relevant now. He's "not entirely clear what it's for" anymore, and thinks it doesn't help many people to get jobs. The web page, however, shows the university may be "ancient" but it is also relevant. It "still leads the way in many of its departments" and has schooled "some of the world's most celebrated minds".

Mark question 4 like this

Mark	Quality of Answer
0 marks	Nothing written that helps to answer the question.
1 mark	Simple comments with a few references to the texts, or just copying large chunks of them.
2–4 marks	Makes some basic comparisons about the obvious things the texts say. May only cover one of the headings, or may say more about one text than the other.
5–7 marks	Makes several valid comparisons between the texts, with evidence from both texts used to back up points. Both headings are covered, and the answer cross-references between the texts.
8–10 marks	Makes clear, detailed comparisons between the texts, talking about each text equally and making appropriate cross-references. Both headings are covered in detail, and the answer is written in full, well-structured sentences, using quotations from both texts.

Sample Answers — Question 4

This is your final page of marking. Then everything's back to normal in section 7.

- 1) Read the mark scheme and advice on page 40.
- 2) Use this mark scheme to mark these answers to question 4.
- 3) Then explain why you gave those marks in the lines below the answers.

To answer the next question you will need to look at both texts.

4. The web page and the extract from Bill Bryson's book give different impressions of Oxford. Compare and contrast what the two texts say under the following headings:

- the attractions of Oxford;
- the university of Oxford.

[10 marks]

Answer 1

4 The attractions of Oxford

The web page says that Port Meadow is a good place to get fresh air and for children to enjoy themselves. Bill Bryson agrees because he says that places like Port Meadow are "all very fine". The web page talks a lot about how Oxford has lots of different shops, so you'll be able to buy whatever you want. Bryson just likes the bookshops.

The university of Oxford

Bryson has "the greatest respect" for the university so he obviously thinks that it's really good. The web page also thinks the university is great because it says that "it's famous".

This answer gets marks out of 10 because

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Answer 2

4 The attractions of Oxford

Both the web page and Bill Bryson mention the Botanic Garden in a positive way. The web page calls it "an oasis of tranquillity" and Bill Bryson lists it in a group of attractions that are "all very fine".

Bill Bryson describes the Ashmolean Museum as "a wonderful institution" and "one of the finest" museums on Earth. However, the museums aren't mentioned in the web page except as a link to another page.

The university of Oxford

The web page states that the university is "the jewel in the crown" of the city and that for research it is "at the forefront of academic advancement". Bryson has "the greatest respect" for the university but he's "not entirely clear what it's for" in this day and age, where speaking Latin doesn't help to create lots of jobs in the country.

This answer gets marks out of 10 because

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Practice Exam — Questions

Here are some practice exam questions for 'Reading non-fiction texts'. They're similar in style to the ones you'll get in your GCSE English Language or GCSE English exam.

To make it more like the real exam, read all the items and do **all the questions** in one go and give yourself **one hour** to do it all. Try to use everything you've learnt so far about what makes a good exam answer...

The exam in Wales is a bit different. Ask your teacher for more information.

The **Resource Material** is an internet article entitled 'Should Everest be closed?' written by Dan McDougall.

The other item is a page from the brochure of a travel company called Adventure Peaks.

Look at the internet article by Dan McDougall ('Should Everest be closed?') on the opposite page.

1. According to this article, what are the effects of tourism on Mount Everest? [10 marks]

Now look at the page from the Adventure Peaks travel brochure.

2. How has the Adventure Peaks brochure been made interesting for its readers?

Think about:

- what it says;
- how it says it;
- the use of pictures;
- the layout of the information on the page.

[10 marks]

3. According to this brochure, what sort of people should go on this holiday? [5 marks]

4. What impression do you get of the company Adventure Peaks? [5 marks]

To answer this question you will need to look at both texts.

5. Compare and contrast the attitudes shown to tourism on Mount Everest in the two texts. [10 marks]

Practice Exams — the most fun you can have...

Okay, maybe not. But they're incredibly useful. One guy I went to school with never did a practice exam in his life, and he now lives in a sewer. And, ummm, he often gets bitten by rats.

Exam Text: Internet Article

Here's the first text to go with the exam questions on page 42. It's an article from the internet.

Should Everest be closed? by Dan McDougall

Tourism is turning the world's highest peak into its biggest rubbish dump, claim conservationists, who are pressing for controls on climbing. But will this cost sherpas their livelihood?

It has been described as the highest junkyard in the world. Covered in discarded mountaineering detritus and suffering under thousands of tourists' boots every year, environmental groups are to launch a push for a radical solution – the temporary closure of the world's highest mountain.

Campaigners warn that the price of tourism is discarded rubbish and medical waste and the colonisation of the area by restaurants and internet cafes. PT Sherpa, a spokesman for the Kathmandu Environmental Education Project (Keep), spelled out the strain being placed on the indigenous population. 'Providing enough electricity and water for the small communities surrounding Everest and the other Himalayan mountains becomes very challenging when there are tens of thousands of additional tourists and climbers in the region competing for these same resources,' he said. 'Nepal is ravaged by water and air pollution caused by industrialisation and increased tourism. Water supplies for local villages, delivered through irrigation systems in the mountains, are being critically depleted and urgent action needs to be taken.'

This year a geological team, sponsored by the United Nations Environment Programme (UNEP), found signs that the landscape of Mount Everest has changed significantly since Sir Edmund Hillary and Tenzing Norgay first conquered the peak in 1953. A primary cause is the warming global climate, but the research party concluded that the growing effect of tourism was also critically taxing the region surrounding the planet's tallest mountain.

Hillary himself has become outspoken on a situation he believes is turning into an ecological scandal. 'I have suggested to the Nepal government that they should stop giving permission and give the mountain a rest for a few years,' he has said.

There are also fears that even 'eco-tourism' is doing more harm than good. The WWF estimates that 'only 20 pence of every £2 spent by an average trekker each day reaches village economies'.

Prakash Sharma, director of Friends of the Earth Nepal, believes that, while many of the Western

charity groups who trek to the foot of the mountain may be doing so for honourable causes, they are not considering the environmental consequences. 'The exponential increase in pollution and other negative environmental situations on Mount Everest is a direct result of the massive increase in visitors to the region,' he said. 'The Khumbu region and the city of Kathmandu can comfortably hold about 40,000 people. In the coming months, during peak tourist season in the lower valley, there will be as many as 700,000.'

'Twenty to forty thousand of these people attempt, at some altitude, to ascend the mountains of the Himalayas, including thousands who will at least trek to the foot of Everest. There is no infrastructure in this region to cope with the pollution this many people generate, and as a result the Nepali Himalayas have become the highest junkyard in the world.'

Sharma claims that the tonnes of rubbish on Everest include climbing equipment, foods, plastics, tins, aluminium cans, glass, clothes, papers, tents and even discarded electronic equipment such as satellite dishes. Some climbers have reported finding bloody syringes and vials of unlabelled medications. Other campaigners claim the dead body count on the mountain, 188 according to varying estimates, is enough reason to temporarily close it.

But the sherpas who earn their living from the perilous work of guiding adventurers to the summit vociferously oppose any reduction in climbing permits. Ang Dawa, a Sherpa guide in Kathmandu, said: 'For us it is simple. There are tens of thousands of people in the region who solely depend on the trekkers and mountaineers for their income. If they don't come, these people and their families will starve. A sherpa who summits on Everest is looking at making a minimum of £1,600 for 60 days' work. That's a lot of money in Nepal – it can support an entire village.'

Nepalese officials claim, despite the UN report and environmentalist warnings, that they have no immediate plans to close down the mountain. 'All climbers are welcome as long as they are willing to pay,' a government spokesman said. Critics say it is no surprise that the Nepali authorities have no plans to scale back tourism in the region. To even set foot on the slopes of Everest, each team of seven climbers must pay a royalty of £50,000 to the Nepalese government.

Exam Text: Travel Brochure

Here's the second text for the exam questions on page 42. It's a page from a travel brochure.

EVEREST NORTH RIDGE ROUTE 8848M

In 2008, no expeditions to the North Side were allowed by the Chinese due to the Olympics. Instead, we ran a very successful expedition to the South Side.

In 2006 and 2007 we put ten and twelve climbers respectively on the summit of Everest adding to our continued success.

An ultimate objective in many climbers' minds, the allure of the world's highest summit provides a most compelling and challenging adventure. Where there is a will, we aim to provide the way.

Adventure Peaks has now organised eight expeditions to the North Side of Everest, making us the most experienced and valued British company operating on this side of the mountain. We have developed a good reputation amongst the local Sherpa community and provide an excellent service, at a very cost effective price. For two successive years we have enabled the youngest British climbers to summit: Jake Meyer in 2005 at the age of 21 and in 2006 James Hooper and Robert Gauntlet at 19 years. In 2004 our whole expedition was filmed for the BBC 'Challenge Programme'. In 2007 we guided Ian McKeever to the summit as part of his seven summits world record.

The most successful climbers tend to be those who have previous experience on 7000m peaks or above, are technically able and confident and have a good level of fitness. Climbing Everest is an enormous undertaking with many obstacles, other than personal ability. We strongly believe that our experience and supportive infrastructure matched with your enthusiasm and commitment will allow you to fulfil your personal ambitions and dreams. Your team will be focused on the same objective and the entirety of the expedition will give you a sense of enormous gratification and fulfilment. **Base Camp** will be established at the snout of the Rongbuk Glacier at 5200m, in preparation for the initial ascent of the East Rongbuk

Glacier towards the North Col. An Intermediate Camp will be required at 5600m, in order to break the approach to Advance Base Camp. This will help members acclimatise.

Advance Base Camp (6400m) will be placed high on the moraine below the North Col. Considerable time will be spent here to aid acclimatisation.

Camp 1 (7010m) provides the springboard for the remainder of the ascent.

Camp 2 (7500m) situated at the top of the North Ridge snow slopes.

Camp 3 (7800m) high up on the North Ridge
Camp 4 (8300m) established below the first step and the start of the more technically challenging section of the ridge. The final summit push will be made from here.

Further details including a full portfolio of photographs, video and DVD of our successful Everest Expeditions are available from Adventure Peaks.

This is a professionally led expedition for experienced mountaineers who want to work as part of a team to tackle the mountain. We do not use the word guided because this may be misleading as it is not possible at this extreme altitude to provide the same level of support safety as you would expect in the traditional sense of guiding. You must therefore have a broad base of mountaineering experience enabling you to climb with confidence. You will have good support on the mountain from our leader and 1:1 support from our Sherpa team on summit day.



EVEREST 8848m

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GRADE 5

The ultimate ascent by the famous North Ridge

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Sat 3 Apr - Thu 10 Jun 10 66 days £16200

Prices are inclusive of International flights

ADJUSTMENTS/EXTRAS

No flight deduct £720
Oxygen from £1200
Insurance See page 5

OUTLINE ITINERARY

Day 1-2 Fly to Kathmandu
Day 3 Final preparations
Day 4 Drive to Friendship Bridge, enter Tibet overnight in Zhangmu
Day 5-6 Drive to Nylam, acclimatisation walks
Day 7-9 Drive to Tingri, acclimatisation walks
Day 10 Drive to Base Camp 5200m
Day 11-14 Preparations and acclimatisation camps
Day 15-16 Trek to ABC via intermediate camps
Day 17-63 Ascent of Everest
Day 64-65 Clear ABC and BC
Day 66-67 Return to Kathmandu
Day 68 At leisure, evening flight
Day 69 Return international flight

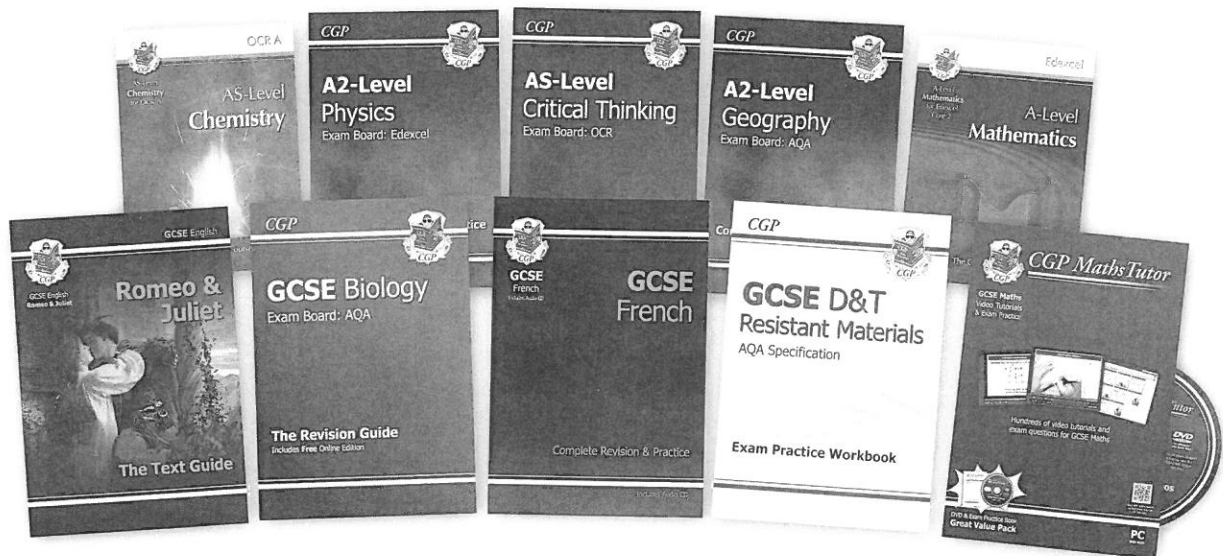


EVEREST - NORTH RIDGE ROUTE 8848M



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