

**WHAT TO EXPECT IN THE WRITING SECTION**

- There will be one question - you will be given a statement about a topic or issue which you must explain your point of view about in a specified form and maybe for a specific audience
- It will be related to the topic of the reading text in Section A
- Total marks for this section = **25 marks** (AO1 + 24 marks AO2 + 16 marks)



**MARK SCHEME**

**How do we mark AO1-3?**

- 4 = compelling, convincing communication
- 3 = consistent, clear communication
- 2 = some successful communication
- 1 = simple, limited communication

**Content (AO1)**

- Engage in convincing and compelling to the audience
- Accurately matched to purpose
- Extensive and ambitious vocabulary with sustained crafting of linguistic devices

**Organisation (AO2)**

- Vivid and inventive use of structural features
- Writing is compelling, compelling, a range of convincing and complex ideas
- Fluently linked paragraphs with seamlessly integrated discourse markers

**Technical Accuracy (AO3)**

- Wide range of punctuation - used with a high level of accuracy
- Uses a full range of appropriate sentence forms for effect
- Uses **distinct** English consistently and appropriately with secure control of complex grammatical structures
- High level of accuracy in spelling, including **ambitious** vocabulary
- Extensive and accurate use of vocabulary

**TOP TIPS**

- Leave enough time for the question - spend 45 minutes on it
- Read your response before you start writing - aim to have 3-4 points in your plan, familiarise your points so you have a planned response - begin with your most powerful and convincing point
- Identify the form, audience and purpose of your response
- Use a range of **AFOREST** techniques - consider when they would suit most powerfully
- Mention the **specific** side of the argument - including an idea against your view and proving it wrong makes your argument more powerful
- **Avoid mentioning the statement** - do not start with 'I agree / disagree with the statement, I only refer to the topic that the statement addresses, not the statement that'

**Writing section assessment objectives (AOs)**

**AO1 - Content and Organisation** - **convince** or **engage** the audience, identify and explain the **topic**, **style** and **register** for different **forms**, **purposes** and **audiences**, **organise** information and **ideas** using **structural** and **grammatical features** to support **substance** and **coherence** of text.

**AO2 - Technical Accuracy** - candidates must use a **range of vocabulary** and **various structures** for **style**, **purpose** and **effect** with **accuracy** in **spelling** and **punctuation**.



**Form 1: an article**

- It will usually be for a **newspaper or magazine** - if the audience for this is **adults** or not specified, it should be **formal in style**
- Use features to engage your article:
  1. **Clear title or headline** (try to be **creative**, but do not go on - open thinking about this)
  2. **Short introduction**
  3. **Well organised / organised paragraphs**
  4. **A personal view or opinion**

**Form 2: a letter**

- It is likely to be a **formal letter** with a **formal audience** (e.g. a local teacher or town council)
- The main body of your letter will use **language techniques** (such as **AO2/3**) with a **key set of ideas** to persuade
- Organise your letter clearly using **paragraphs** - use a topic paragraph to show you are moving on to the next point
- It is important to use the **key features** of a formal letter:
  1. **Full address** - full name and address
  2. **Address of who you are writing to** - not name and address, a few lines down from your address
  3. **Salute** - underneath your address
  4. **Correct form of address** (Dear Sir / Madam / the name of the person you are writing to)
  5. **Correct form of signing off** (Yours sincerely / faithfully)
  6. **Clear introduction** - making your argument
  7. **Clear conclusion** - which asks for action e.g. 'Please sign this in to ensure that...'
- Remember you can make up the address!

**Form 3: a speech**

- A spoken presentation but written - **imagine yourself delivering the speech** - its important that the speaker's **view** and **well organised** for your audience
- **Clear introduction** that addresses the audience (e.g. Good evening everyone)
- **Direct address** to the audience's **thoughts** (use questions, second person - 'you yours')
- **Clear ending** that addresses the audience

**AFOREST techniques**

- A** = **anecdotes** / **alliteration**
- F** = **facts**
- O** = **opinion**
- R** = **repetition**
- E** = **emotive language**
- C** = **complex / creative language**
- S** = **statistics**
- T** = **titles / use of time**

**Sentence starters**

**Showing your perspective**

Clearly, there can be no argument for the... / I am entirely convinced that... / There can be no doubt that... / I believe that there are few that would disagree with this... / Surely / inevitably

**Linking and connecting statements**

Following on from the previous point... / Looking way in which... / Secondly / Additionally... / An alternative perspective on the view...

**Phrases to introduce points**

Perhaps we must consider... / One perspective on the matter could be... / It is why that consider why... / Another way of thinking of the issue could be...

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web environmental laws samsung has to adhere to various environmental laws and regulations concerning waste disposal recycling energy use and pollution this is particularly relevant given samsung s role as a major electronics manufacturer

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web growing environmental and socioeconomic risks coupled with geopolitical uncertainties have reinforced our belief that sustainability needs to be a key force for driving our competitiveness and technological innovation to accelerate this drive samsung electronics announced the new environmental strategy on september 15th 2022 and cemented our

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web feb 27 2019 a pest analysis about samsung provides insight into the companies influence success and power among four primary macro environmental factors all companies are susceptible to these factors political economic social and technological