

2006 English

Intermediate 2 – Close Reading

Finalised Marking Instructions

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English – Intermediate 2
Close Reading

1. Explain what is meant by the idea that chocolate “hasn’t looked back” (lines 3-4) since it was discovered. **1 U/A**

it has been successful/popular/sought after etc

2. Identify and briefly explain any example of humour from the first paragraph. **2 A**

*eg unlikely/anachronism of placing together of Aztec and advertising executive;
tongue-in-cheek/cynical tone of “beguile” or “essential part of our life”;
contrast between “muddy brown discovery” and “food of the gods”;
reductive/belittling nature of expression “fat, sugar and a type of caffeine”;
excess/stereotyping of “excitedly branding”; exaggeration in “food of the gods”*

Any one appropriate quotation (1) plus comment (1)

3. Explain **in your own words** two of the reasons why chocolate has its “particular appeal” (line 6). **2 U**

Any two of:

*pleasant texture/melting quality (gloss of “dissolve-in-the-mouth feeling” or “melts just below body temperature”);
ability to give (immediate) boost or stimulation (gloss of “sudden charge of energy” or “the kick of the caffeine”);
improvement in temper/attitude/feelings (gloss of “mood enhancer”);
counteracts illness/hypertension (gloss of “cure for all ills” or “help high blood pressure”);
less damaging to teeth (gloss of “doesn’t have the teeth-rotting qualities of other sweets”)*

4. Explain why “But that’s more than counterbalanced” (line 14) is an appropriate or effective link between the paragraph it begins and the previous one. **2 A/E**

gives the idea of diversion from perceived virtues mentioned in previous paragraph (anti-hypertensive quality and/or absence of damaging effect on teeth) (1) to indication of less desirable/unhealthy ingredients (fats and sugars) (1)

(understanding of qualities and drawbacks may be assumed as long as idea of contrast is exemplified)

5. Explain **in your own words** the **two** concerns of Professor Tom Sanders (line 15) about people's chocolate consumption. **2 U**

*people eating more than/nearly twice as much as they divulge/confess/declare (gloss of "admit") (1);
larger size/proportions/dimensions of products (gloss of "super-size") (1);
content of chocolate bars (1)*

Any two

6. Why is it "good news" (line 25) that manufacturers are considering reducing the amount of fatty acids in their products? **1 U**

*they are related to (heart) disease OR this is in line with (Government) advice
(Lifts acceptable)*

7. Explain fully why "Ironically" (line 27) is an appropriate choice of word at this point in the passage. **3 A/E**

*it is incongruous/curious/funny/wry/odd/paradoxical (1)
that chocolate is now giving concern about health (1)
when it was originally sold as being health-promoting/good for us (1)*

8. (a) Look at the advertisement placed by John Cadbury (lines 30-32). Comment on the **word choice** or **tone**. **1 A**

word choice: anachronistic/old-fashioned diction OR formal register

tone: (surprisingly) polite/deferential/formal

- (b) "The nutritious link was one that early chocolate marketing followed." (line 33) Write down an expression from the rest of this paragraph, apart from "nutrition" or "nourish", which continues the idea of nourishment. **1 U**

Any of:

"keep them going"

"energise"

"sustain"

"(whole) meal"

9. Explain how effective “gatekeepers” (line 41) is as an image or metaphor. **2 E**
- Appropriate because:*
- idea(s) of responsibility/protecting/refusing or allowing admission (1) match(es) their role in family life/what they do and do not purchase (1)*
10. (a) How does the writer’s **word choice** in the sentence beginning “Out went” (line 43) make clear to the reader the changing role of women in society? **2 U/A**
- “stoic” OR “meal on the run” (1) contrasts with/is different from “Me” OR “(sense of) indulgence” (1)*
- (b) How does the **structure** of this sentence reinforce this idea of change? **2 A**
- balance/contrast (1) of “Out/went ... in/came” (single words acceptable) (1)*
11. Explain fully why the word “fantasies” (line 47) is appropriate to describe the ideas behind the Flake advertisement. **2 A**
- they are imaginary/unrealistic (1)*
they are pleasurable (1)
they are self-generated (1)
- Any two*
12. Look at the expression “kicked out”. (line 49)
- Suggest **two** things this implies about the way people in the advertising industry conduct their business. **2 U/A**
- they readily embrace change;*
they are ruthless in their habits;
they lack sentiment or involvement
- Any two*
13. There are “different types of chocolate being developed”. (line 56)
 Explain **in your own words two** ways in which these new products would help consumers to think that “it’s OK to eat some chocolate”. (line 54) **2 U**
- they are less fattening/contain fewer nutrients (gloss of “low calorie bars”);*
they are less bulky/chunky (gloss of “lighter” or “monolithic-looking”);
they encourage dividing/splitting (gloss of “shared (among friends)”);
they have superior ingredients (gloss of “organic”/“exotic”/“high quality”)
- Any two*

14. “Watch out for the Wagon Wheel.” (line 63)

(a) What can you deduce about what the Wagon Wheel was? **1 U**

it is an example of the “comforting chocolates you remember from your childhood” – answers may refer to composition or historical context

(b) Give **two** reasons why this sentence might be an effective advertising slogan. **2 A/E**

alliteration; pun/humour; brevity/snappiness; use of imperative verb; reference to idea of change

Any two features cited

U = 9; U/A = 5; A = 7; A/E = 7; E = 2

Total 30 Marks

[END OF MARKING INSTRUCTIONS]