

GCSE ENGLISH LANGUAGE FOR TEACHING FROM 2015

SUMMER 2023 EXAMINATION

UNIT 3 ANNOTATED EXEMPLAR

*Corresponding question paper and mark scheme can
be accessed from our [secure website](#).*

SECTION A

A1. What is a digital footprint?

[1]

a trail we leave behind every time we access the internet/evidence left behind
of what we do on the internet

1

A1. What is a digital footprint?

[1]

a trail left behind when we access the internet

1

A1. What is a digital footprint?

[1]

digital footprint can follow you around for life

0

Describes what it does, not what it is.

A2. According to Text A, how many people use social media?

[1]

over 3.8 billion people

1

A2. According to Text A, how many people use social media?

[1]

3.8

Must have precision in number

0

A2. According to Text A, how many people use social media?

[1]

over 3.8 billion

1

A6. Give one reason why some people create a secondary email address when using social media sites.

[1]

to keep your social accounts protected.

1

A6. Give one reason why some people create a secondary email address when using social media sites.

[1]

Will help reduce unwanted emails

Yes, enough here

1

A6. Give one reason why some people create a secondary email address when using social media sites.

[1]

The email are process in the secondary address

Does not make sense

0

A7. How does the article try to persuade you to look after your digital footprint?

[8]

the article persuades you to look after your digital footprint because it shows the site where your IP is because if on the wrong site they can do stuff with it. Also to make sure to use a secondary account for sites you never go on.

Begins to comment on basic details

A7. How does the article try to persuade you to look after your digital footprint?

[8]

This article persuades us to look after our digital footprint by highlighting that once it's there it can never go away. This is shown when the author says "It will follow you around throughout your life". The use of short sentences makes it stand out and persuades us to take care as we don't want it on every device we own.

One effective way this article persuades you to look after your digital footprint is by listing all the ways information is shared. It is shown when the writer states "emails, online shopping, search engine queries and all social media count". This shows how easy it is to share information which helps us realise we need

Immediately, the article refers to the reader in the second person, claiming that "if you are reading this online, you have a digital footprint." This By referring to the audience in the context of the article so suddenly, it allows a glimpse of how easy it is to leave a digital footprint and leaves readers questioning their own online activity.

The article highlights how a digital footprint can ^{have an} impact in future by listing that "Companies, employers and friends" may have access to this information. This may persuade the reader to be more cautious while online in order to protect their digital footprint, and subsequently, how they are perceived in future.

The article uses adjectives to portray how "essential" protecting your digital footprint is, as it will "follow

up around throughout your life".

By using personification, the article is able to convey the looming presence of online activity to readers by portraying it as an entity that "follows".

Additionally, the article uses facts and information to reveal exactly what can be discovered about a person through their digital footprint ("passive and active. Your passive footprint is..."). This encourages ^{me} audience to reconsider how valuable such information is and re-evaluate their desire to protect it.

The article instructs ^{readers} ~~reader~~ ^{for yourself} to "Search for themselves". The use of second person about this "eye-opening" process allows readers to recognise how accessible they are online, and now all it takes is a "screen-shot" to solidify anything they wanted deleted. However, to further encourage

the protection of readers' digital footprints, the article ^{gives} ~~also~~ instructions on how to protect accounts. It asks them to "Make personal posts private" and shows how easy it is to protect yourself, providing an incentive to protect accounts to those who didn't know how.

Band 7-8

Careful consideration of question and answer
Range of techniques emerging

Some good analysis although lacks a little sharpness in style.
Evidence well woven

A8. In your own words, explain what is meant by the phrase, "Employers are stalkers". [1]

The people who are offering you a job will look through your social media to learn more about you.

A8. In your own words, explain what is meant by the phrase, "Employers are stalkers". [1]

Employers have in depth information about you which you did not deliberately provide for them including your background and interests.

A8. In your own words, explain what is meant by the phrase, "Employers are stalkers". [1]

The workers know everything about you.

A9. Summarise, in your own words, the reasons why an employer might check your online activities before offering you a job. [5]

An employer will check your social media accounts for several reasons, ~~one~~ - ~~the checked~~ ~~reason~~ e.g. - to see if you'd fit in properly, and it helps them ~~can~~ see if your qualifications and your CV add up.

- A9. Summarise, in your own words, the reasons why an employer might check your online activities before offering you a job.

[5]

Employers like to be sure you would
be able to work with the team with few
problems, and check that ^{your} qualifications
match your CV. If not enough information
is given there. Doing this allows
employers to filter through a large
amount of candidates, by improving
or decreasing their chances based on
what they saw online. Many
employers look to avoid those with
inappropriate language or damaging
opinions on social media pages.

- A9. Summarise, in your own words, the reasons why an employer might check your online activities before offering you a job.

[5]

- they use it to check if your qualifications are the same on your CV
- it suggests what type of person you are
- looking to see if you would suit the job and fit in
- to check your account is appropriate for work
- they look for ~~your presentation~~ whether or not you post while being on shift

A11. According to the article, what does Felix search for when he uses the internet at the library?

[1]

phone numbers



A11. According to the article, what does Felix search for when he uses the internet at the library?

[1]

Search for phone numbers, addresses, a judge who wrote a new bond.



A11. According to the article, what does Felix search for when he uses the internet at the library?

[1]

music

Too vague, needs to be in relation to a 'band'

A12. What impressions does the writer create of Felix?

[8]

The writer creates an embarrassing impression of Felix firstly and all the way through the article. Felix has 0 data trail which means NO facebook, NO twitter, NO Instagram, NO smartphone, NO tablet, NO internet banking, just an email account and a Nokia.

The writer describes Felix as quite an independent man because he steers himself away from technology and he doesn't care about what people think about his decisions.

The writer creates a better impression of Felix towards the end of the article by saying "don't write him off as a person with 0 knowledge" because he truly isn't.

Felix probably has gained more brain cells in the last month than smartphone users have lost all their life which is crazy.

Felix has no intention of changing to a smartphone, despite everyone around him having their heads buried in them it doesn't seem to phase ~~him~~ him at all.

Evidence?

People see him as an amusing man because of his naivety. People also look down on him because of his lack of technology which is terrible.

Overall Felix is a very interesting man and doesn't get the respect he deserves.

Band 1-2

Some superficial details with some supporting evidence selected.
Lacks clear focus.

Firstly, the writer creates the impression that Felix is different when the text states 'lives without the social media accounts that are woven into most of our lives'.

Secondly, the writer creates the impression that ~~fe~~ Felix is strong as he's been 'swimming against the tide for years'.

Next, we get the impression that Felix has a high self-control as he 'wasn't drawn ~~it~~ to social media'.

Later on, the text states 'Felix finds himself something of a curiosity' which shows how interesting he is, for not having been on social media at all.

Next, text E states that he is not 'someone with little knowledge of the modern world' which ~~se~~ gives us the impression that

he is intelligent.

Additionally, the text says he might look at social media but 'without the feeling of the need to create his own account' this shows again how strong ~~but~~ he is as he is more detached from social media as the rest of us.

Furthermore, the text states that 'Felix says he has no intention of changing' which shows that he is happy without social media.

Lastly, the text says that 'his answer remains an empathetic "No"' when Felix is asked if he thinks he misses out. This shows that he just ~~don~~ simply doesn't need social media.

Band 3-4

Straightforward textual references

Able to identify some impressions

Felix's individualism is central to text E he "has been swimming against the tide for years" and is presented as headstrong and confident in his stance. Swimming against the tide is incredibly difficult and as such this expression serves to highlight the expected hardships of his lifestyle. But throughout the text we get the impression that Felix does not find his technology life difficult.
 now does he live as he does to ~~make~~ ~~make~~ a statement.
 this really builds

When describing his relationship to technology and the internet he says he "just never fancied it" - which creates a laidback impression. Throughout the text he speaks fairly contented and uses relatively quaint language as seen in the above quote. This endears him to the audience and creates an impression of brandi.
 -ness,
 trying to push on with commentary

To ~~support the text~~ Technology is not necessary for Felix's life "they [technologies] weren't useful to me. I got along without them". The way this is phrased creates the impression that Felix lives his life exactly as he did before the ~~the~~ invention of new devices. The author presents Felix as fairly old fashioned and set in his ways.

But the author asks the reader not to "Write off Felix as someone with little knowledge of the modern world" (yet does little to refute this misconception).

The author attempts to create the impression that Felix lives as he does ~~not~~ because of ignorance or unwillingness to learn but because of some highly quaint 33-year-old wisdom.

Felix has "no intention of changing" adding to his headstrong self-assured impression. Felix is presented by the author as something of a wonder a quirkiness but Felix reads as rather a Contented man who is simply happy with his life.

Band 7-8

Accurate and perceptive details

Thoughtful engagement with the character and the text

There are 5 points of evidence but the detail of commentary and overview means that more credit has to be applied to this. When reflecting on the Bands this is top Band.

A13. Read Texts D and E. Synthesise what information can be found online about a person who uses the internet and social media. [8]

E6
✓ We get a clear information that a people
D4
✓ can find phone numbers, if you swear alot-
on social media, your home address, if you
turned up to your last job at the right times,
even if you've had personal attacks. You
can find alot of information about one person on
social media.

Band 1-2

Identify and begins to comment on limited range of examples
Thin and lacking in content

2

A13. Read Texts D and E. Synthesise what information can be found online about a person who uses the internet and social media. [8]

Text D explains that personal information can be found online, for example where you went to school and what you studied. ^{D1} This can be found from your accounts during your time in schools.

As well as this, D also shows that never personal information can be found, such as what you watched on TV last night ^{D2} and the airport you were last week. Anything you post on social media can be found online.

Text E tells us that computers can collect and sell our information online like our movements. ^{E1} That's why Felix in E travels to the library to use a stationary computer, so computers can't track his movements.

D explains that you can find out who a person is through their social media. ^{D3} It can create a clear image in someone's head of who you are, through your pictures, who you follow, even what you listen to.

E says something similar, that you can discover a person's needs and behaviour ^{E2} from searching them online.

 hinting at D5

Band 5-6

5/6 marks

Collates a range of appropriate details

Shows some clear understanding

Lacks range

A13. Read Texts D and E. Synthesise what information can be found online about a person who uses the internet and social media.

[8]

Information By reading text D, it is revealed that information such as "where you went to school" ^{D1} can be found on social media. Additionally, people can see "what you studied", your TV interests and outfits you wore to events you attended ^{D2}. This implies that people may be unknowingly granted access to your entire life should you not be careful. ^{perceptive}

Text E claims that not only can all this be discovered, but companies may use your online presence to track your movements, your names, your needs, and overall "behaviours" ^{E1}. ^{E2} This information is used to "sell on" by companies, giving the impression that anyone is able to build a profile of their own of you based solely on social media presence.

understanding and clear focus on task

Text D claims that while being able to learn facts about your life, social media also allows people (such as employers) to form their own opinions of ~~you~~^{D3}. They are able to assume how well you'd fit in "the culture of the team" as well as check your qualifications. ~~They~~^{This implies} ~~can~~ they can learn your speech patterns, personality, and opinion^{D7} by simply viewing your profiles.

Similarly, Text E claims it's easy to discover "phone number^{E6}", addresses, status^{E5}, and "general interests" through social media. People are able to see events you attended, and what's happening^{E7} in your life. This gives the impression that people can learn anything they'd want to about you through social media, and both texts imply that companies use the profile build of you to exploit through targeted advertising.

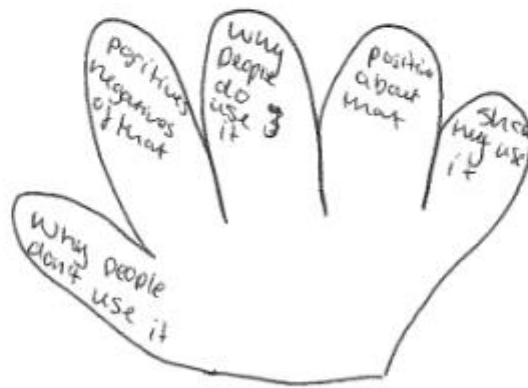
Band 7-8

Good range of valid details which have been clearly collated



Well-considered - thoughtful response to the question.

SECTION B


PLAN:




Why people don't use social media.

Some people don't use social media nearly as much as many people do. This ~~can~~ is ~~be~~ due to the possibility of distraction, for example if your ~~reising~~ or working and your phone keeps buzzing you won't get as much work done. Others don't use it simply because they can't afford a phone/laptop/TV etc. People may also not use it as their is the possibility of being  hacked or scammed online. 


Positives and negatives of why people don't use social media.

Positives of not using social media include you don't damage your eyes from always looking at a screen. Negatives include the fact that your not up to date on the news. 


Why people do use social media.

Many people do use social media, this can vary ~~from~~ from texting your friends, watching netflix and looking at previous pictures you have taken. Many people work from home online so they may be required to have a social media account  for work, others use it just to check how their friends day was.

The positives and negatives of using social media.

The positives of using social media can include work purposes such as working from home. It can also be a positive to use social media for health reasons such as not having to leave your house to do talk to your friends because of covid-19. 

Should people use social media?

In my opinion, I think that people should use social media as it has many positives, however people shouldn't let it take over their lives like watching unbeneficial youtube videos for 6 hours a day. 

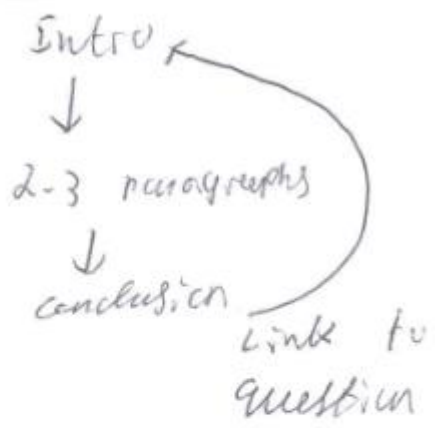
C&O Band 2 3/4

Some coherent writing
Tries to develop ideas
Limited in scope

WA Band 2 3/4

Some range of vocabulary
Some control of a range of punctuation

PLAN:



ARTICLE:

For the majority of people social media is used in our everyday lives. This can be scrolling through pictures on Instagram or texting on Snapchat. However, is this needed in our lives?

When used correctly, social media can be an amazing addition for our lives. It can be used as an alternative for many things such as newspapers or letters. However, social media causes a lot of problems due to how people use it. For Example kids who haven't turned into teenagers yet are on social media. Do they have the knowledge to use social media correctly? On the topic of young people, social media is the cause for school problems expanding on the outside world, with the increase of cyber bullying. This is because

people can hid behind a screen and say anything with minimal punishment. So are the platform runners and guidelines the ~~problem~~^{cause} for social media problems?

However not all of social media is negative. There are a number of benefits such as keeping in touch with people when apart, gaining frequent updates on news and events, and social media such as teams stopped children from missing out on nearly two years of education. For most people when we wake up, the first thing we do is check our phone. This shows the impact it's had on us and how it's a big part of our lives. Therefore there must be countless positives to social media. The world today is living it's own media

technology ~~now~~ revolution. Therefore
social media is only going
to get bigger. ✓

Overall there are both
positives and negatives to
social media. In my opinion
social media can be fine when
used correctly by the correct
people. I think the people running
these apps should have a more
improved way to sign up such
as sharing proof of id. ✓

C&O Band 3 5/6

Mostly coherent and interesting
Organised - sense of sequence
Some development of ideas

WA Band 3 5

Some vocab precision
Mostly consistent grammar
Sentencing mostly secure

10

10/11

Turn over for Q.B2

PLAN:

Title
subheaders

balance

P - persuade
A - persuade
F - article
T - likely
semiformal

P1 - many pro + con:
global thoughts


Positives - social, current news,
negatives - waste time, dangerous - fake accounts
- lasting effects
- attention span



ARTICLE: SOCIAL MEDIA: A TOOL OR A WEAPON?



As we all know by now, social media ~~is~~ has become a staple in today's society. From ~~entire~~ 'Instagram' ~~becoming~~ to Facebook, nearly all of us ~~are~~ have ^{gave in} ~~succumbed~~ to the quick and easy entertainment of social media. ~~But~~ Social media seems to have a grasp on all of us, and don't get me wrong, for good reason!

It's an excellent tool for keeping in touch ~~with loved ones, catching up on the latest news and engaged with loved ones and the world~~, but is it slowly becoming more and more of a threat? 

WHY DO ^{WE} LOVE SOCIAL MEDIA SO MUCH?

With over 3.8 billion users world-wide, you cannot deny that social media ~~is~~ has become ~~an~~ integral vital in ^{our} ~~today's~~ communities. But why? It's simple.

Social media has the ~~abilt~~ ability to keep us in touch with those we love most. Whether it be an Instagram selfie or a quick message on Facebook, we are ~~constantly~~ constantly surrounded by friends and family!

Not only that ~~be~~ but it's a ~~greater~~ to
To be able to chat to ~~a~~ someone on the
^{otherside}
~~other side~~ of the world has its perks
for sure, ~~but~~ ~~as~~, but is there a sinister side
to social media as well?

DOWN-SIDES TO SOCIAL MEDIA

~~Picture~~
Picture of phone.

The rise of social media has
brought us late night chats
with friends and the mutual
sharing of moments that can live on forever,
~~but also the~~ However, maybe social media
^{isn't}
~~is not~~ perfect? In recent years, there has
been a rise in online bullying and image
issues, ~~especially~~ especially with ~~young~~
teenagers. Suddenly the ~~can~~ ability to
message someone at all hours of the day, non
stop ~~has become~~ and the constant sharing
of 'perfect' pictures has become a weapon
for many ~~people~~ in the hands of ~~many~~
many people. Not only has social media
effected ~~our~~ our social lives, it
has also affected ~~our~~ our brains. ~~Entertain-~~
~~ment~~ has turned into 30 second long
clips. The endless scrolling ~~on social~~
~~as~~ from one 30 second clip to another

has fundamentally shortened our attention span. ~~Making~~ making it harder and harder to focus for long periods of time.

Social media ~~is~~ is having long term effects on our lives. Many forget the power ~~social media has~~ and their digital footprint ~~has~~ ^{has}. Social media is an endless archive that can be accessible to everyone, so it's ~~so~~ ~~important~~ important to be mindful of your impact online. ~~that~~ You may think what you say and post online is ~~just~~ just a bit of fun, but it could come back to bite you later! ❌

Like anything, it's important to have balance and ^{to} be responsible while ~~not~~ enjoying yourself. Don't let the negatives of social media scare you, ~~but~~ as long as you are careful and aware of them! Have fun and share safely! ❌

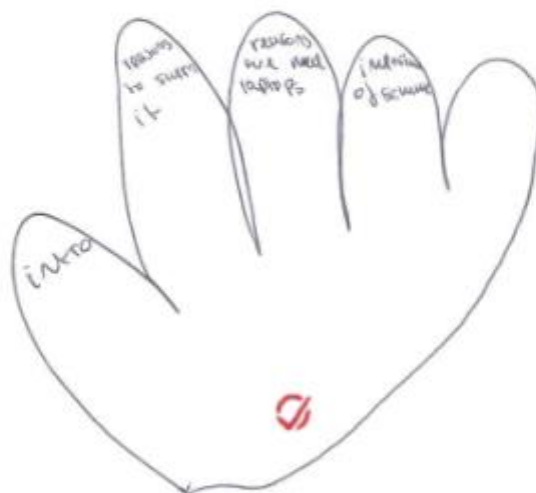
C&O Band 4 8

Writing is controlled and well-judged
Clear awareness of audience
Range of interesting supporting details

Band 4 7

Wide vocab range used with precision
Spelling is secure
Range of punctuation is evident

PLAN:



TALK:

Goodmorning [REDACTED]
today I am going to be
talking to you on reasons
why you~~s~~ should support
our school in raising money
to buy a new laptop
for every student.

The past few years have
been hard with lockdowns
and working from home, believe me,
I've had to do it too. How
much easier would home
learning of been with a
brand new laptop.

You should support the
school's fundraising because every-
one could benefit from a
new school laptop. If everyone in
this hall supports, that brand
new macbook pro could be
all of yours for just under
£10.

I understand that this doesn't apply to all of us,
 simply because you have a
 perfectly good laptop at home ^{or better}
 or because you can't ~~afford~~
 to be apart of the fund raising.
 If it is either of those
 reasons, then think about everyone
 else in that room who doesn't
 have a laptop of their own.

6

Band 2 3 marks
 Some coherent writing
 Some organisation
 Limited development of ideas.

Band 2 3 marks
 Some range of vocabulary
 Quite limited on the evidence

PLAN:

expensive
help with school
work



Modern convenient

TALK:

Hello, my ~~name~~ names Tiya and today I'll be discussing why it's important to be raising money to buy a new laptop for every student. They are convinient arent they? ~~They~~ A computer can keep your work organized and introduce modern uses. But why is it important for you to raise money for them? you may ask? Well listen now and I'll tell you.

It's important to support this scheme because it allows every student access to a computer no matter the situation, it can help with your school work and it's a way to introduce modern technology into the school system.

In this societies prices have gone up as you may have ~~realised~~ realised. Maybe someone you know has lost their job due to covid. These lead to families not being able to afford important technology. you may not be one of these people

but according to the internet 43% of families can not afford a computer that could help support their child's education. By donating to this scheme it allows everyone to get a fair education. ❌

Next I'm going to discuss how computers will help with your school work. In your life you have definitely made a word document. How easy was it to access after? Easy, right? This scheme can stop you from ~~more~~ struggling to find a word sheet ~~base~~ that's lost between a mountain of work. A computer can help you keep your work organized into subjects and then specific units under that subject. ~~papers~~ Also the font is also clear to understand. I for one have definitely ~~spend~~ spent over my work and not knowing ~~or~~ what ~~or~~ word I've written. ❌

❌
Lastly, introducing computers to all can help us to be introduced

to modern society. These days many jobs include some sort of technology for you to work with but if you don't know how to use it you will struggle. By using computers earlier in your education you can learn the useful skills ~~for~~ that you need to work. Using a computer can be easy but some issues arise such as saving your work in the right folder without duplicating it or losing any information.

To conclude it is important for all of you to support this scheme as it can help you with your education. Who doesn't need a bit of extra help. If you contribute today we can ~~guarantee~~ get those computers up and running by next month. Your own personal computer.

C&O Band 3 6 marks

Mostly coherent and interesting
Clearly develops
Some organisation

Clear awareness of audience and some techniques
used to meet their needs.

WA Band 3 5 marks

Good range of vocab
Most spelling correct
Some range of punctuation

END OF PAPER

necessary
necessary

17

run

TALK: During lockdown, when we weren't allowed to come into school and had to work from home, I was lucky. I was lucky because I had the necessary equipment to attend an online lesson. However, I knew of many of my friends, many of you, who didn't have that luxury, ~~prohibitive~~ and that is why I believe it to be so important that we all support this new scheme. If people are missing out on education, for whatever reason, it's the school's job to ~~make~~ ~~make~~ step in and make sure that they get back on track - that is the purpose of this scheme. Now, going into a newer modern age of technology, where work is transporting more and more from our paper to our screens, having a personal laptop is essential. The school has issued a plan to give every student a laptop, but we need your support.

Now I doubt I'd be wrong to assume your first question would be, 'But I already have a laptop, so what's the point? It's an understandable thought. But I'd like to inform you that not only are there specially made laptops specifically for educational purposes, you'd also have two laptops; what's not to love?

For those of you who aren't in possession of a laptop, there's no reason to refuse this scheme

because it will genuinely help with ~~your~~ ^{our} more than you can imagine with completing essays, revising online, creating graphic design projects, and coding information. ✓

✓ The only ask is that you all attend a small fundraiser event and chip in some money. Don't worry, we won't expect you to pay full price for a laptop, although that would be lovely. We only need a small amount from everyone - the school will make the rest. I'm confident after hearing that ^{everyone} ~~most~~ of you will be able to ~~partly~~ fully support this scheme; there's really no reason not to as you'll ~~not~~ be paying practically nothing for a new laptop. It's a deal of a lifetime and will be boost your school-work! ✓

C&O Band 5 9 marks

Convincingly developed with apt details

Sustained and effective

Secure and coherent structure

WA Band 5 9 marks

Very secure control

Confident range of punctuation

Vocab is mostly ambitious

Aware of the multiple perspectives of the audience.