



General Certificate of Secondary Education
November 2024

Centre Number

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Candidate Number

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English Language

Unit 1

Writing for Purpose and
Audience and Reading to
Access Non-fiction and Media
Texts



[GEN11]

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FRIDAY 15 NOVEMBER, MORNING

TIME

1 hour 45 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.

You must complete the tasks in the spaces provided.

Do not write outside the boxed area on each page or on blank pages.

Complete in **black ink only**. **Do not write with a gel pen.**

Complete **all** the tasks: the **one task** in **Section A** and the **four tasks** in **Section B**.

If needed, you can ask for Supplementary Answer Sheets.

INFORMATION FOR CANDIDATES

The total mark for this paper is 150.

Section A (Writing) **One task** marked out of **87 marks**. Spend **55 minutes** on this section.

Section B (Reading) **Four tasks** marked out of **63 marks**. Spend **50 minutes** on this section.

Pay attention to the suggested timings shown at the beginning of each task; these will enable you to complete all the tasks within the time limit.

Figures in brackets printed at the end of each task indicate the marks available.

Examiners can only credit what they can read. Keep your work legible.

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Section A: Writing for Purpose and Audience

Task 1: Spend 55 minutes on your response. Mark allocation: 87 marks

Up to **57 marks** are available for an **organised and engaging** piece of writing that matches **form and purpose with audience**.

Up to **30 marks** are available for the use of **a range of sentence structures** and **accuracy in spelling, punctuation and grammar**.

Write a **speech for your classmates persuading them to agree with your views** on the following statement:

“Everyone should own a pet.”

You are advised to spend:

- **15 minutes** thinking and planning your response
- **30 minutes** writing your response
- **10 minutes** checking your response

Planning space:



Section B: Reading Non-fiction and Media Texts

Four tasks: 50 minutes. Mark allocation: 63 marks

Reading Non-fiction

Tasks 2 and 3 are based on a newspaper article about television and streaming services.

Task 2: Spend 15 minutes on this task. Total 21 marks

Read the text below where the writer shares his concern about people watching less live television.

Explain how the writer has presented this in a way that engages his readers' interest. Support your comments with evidence.

If you're watching less live television, you're not the only one. In today's digital age, streaming services rule like giants and viewers are hurtling towards them in record numbers. This will no doubt fuel the argument that television will one day die and streaming will replace everything...it makes my heart sink.

Live television is like Sat Nav, guiding us through the vast ocean of media. It's the live news broadcast, providing real-time updates to keep us informed. It's the long-awaited final episode of the latest drama. It's the sporting event, where millions join in synchronised excitement, experiencing the thrill and heartache of the event together.

What we may lose in a world without live television, we won't necessarily gain in the volume of content available to stream. Scrolling endlessly through a maze of apps to find something to watch is bad enough, but worse is the feeling that you may be the only one watching live television!

Source © Adapted from "Even the over-60s are abandoning broadcast TV - and I fear for the future of pop culture" | Scott Bryan | *The Guardian*

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Task 3: Spend 10 minutes on your response. Total 12 marks

In this part of the text, the writer considers some of the reasons for the popularity of streaming services.

Read the text below. In your own words, write down two reasons for the popularity of streaming services: one reason from each paragraph. For each reason present two pieces of supporting evidence.

The rapid increase in the use of streaming services is modifying our watching habits. With on-demand streaming platforms, we have the option to catch up on our favourite shows whenever we want. Gone is the need to stick to rigid schedules and we are no longer restricted by timed programmes. In fact, some shows can now be streamed in full before they air on television! The on-demand nature of streaming fits seamlessly into our busy lives.

Almost all the greatest television ever made is available. The abundance of choice is staggering – the diversity is sure to cater to everyone’s tastes. Whether you’re a fan of riveting dramas, side-splitting comedies or spine-chilling thrillers, there is something for everyone. Unlike traditional television, which can limit our choices and offer a fixed programme line-up, streaming offers variety, including personalised recommendations. Maybe it’s time I embraced the future of entertainment.

Source © Adapted from "Even the over-60s are abandoning broadcast TV - and I fear for the future of pop culture" | Scott Bryan | *The Guardian*

(a) Reason from paragraph one:

[4]





(b) Two pieces of supporting evidence from paragraph one:

[2]

(c) Reason from paragraph two:

[4]

(d) Two pieces of supporting evidence from paragraph two:

[2]

[Turn over

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Reading Media Texts

Tasks 4 and 5 are based on a book cover for “Travel the World Without Worries” by Marek Bron.

Task 4: Spend 17 minutes on this task. Total **20 marks**

Read the text below. Explain how language has been used to promote “Travel the World Without Worries” as a book for adventurous travellers. Present evidence to support your comments.



Source adapted from: <https://www.amazon.co.uk/Travel-World-Without-Worries-Inspirational-ebook/dp/B07QJZWG16>



Task 5: Spend 8 minutes on this task. Total **10 marks**

Study the book cover below.

Select two examples of presentational features used in this book cover to make it appealing to the reader. Explain the intended effect of these two presentational features.

Book cover "*Travel the World Without Worries*" by Marek Bron, 3rd edition

Removed due to copyright

Source: © <https://www.amazon.co.uk/Travel-World-Without-Worries-Inspirational-ebook/dp/B07QJZWG16>

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(a) First example of a presentational feature:

_____ [1]

(b) Intended effect on the reader:

_____ [4]

(c) Second example of a presentational feature:

_____ [1]

(d) Intended effect on the reader:

_____ [4]

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