

Q2

Using your own words, explain three of the reasons presented in document 1 for the growth in mixed accents. To what extent do the writers of document 2 and document 1 agree about the assumptions made about speakers with regional accents?

Criteria	Marking Guide	Marks	Max Marks
3.2.2	<p>Candidate has explained relevant reasons from document 1 using own words e.g.</p> <ul style="list-style-type: none">a) increase in number of people moving to different areas during lifetimeb) borders between towns and villages have merged through expansionc) regional accents more familiar/fashionable through media <p>Accept any other valid reasons.</p>	1 mark per reason (max 3 marks)	3 marks
3.2.3	<p>Candidate has considered the extent to which the writers of documents 1 and 2 agree about the assumptions made about speakers with regional accents. For example:</p> <p style="padding-left: 40px;">both documents agree that some accents have class connotations and some are seen more positively than others. However, the documents disagree as to whether people should try to 'upgrade' their accents. Overall document 1 would appear to be more positive about regional accents than document 2</p> <p>Accept any other valid views.</p>	Up to 4 marks	4 marks
Total for question			7 marks

Q4

In your own words, assess to what extent the opinions about accents put forward by the author Beryl Bainbridge in document 2 are supported by documents 1 and 4.

Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has read and selected material from documents 1, 2 and 4.	1 mark	1 mark
3.2.2	Candidate has identified correctly the views of Beryl Bainbridge from document 2 eg a) regional accents sound stupid b) regional accents equate with not talking properly c) children with regional accents should be given elocution lessons d) people who speak with a regional accent are not taken seriously Accept any other valid view	1 mark per view (max 2 marks)	2 marks
3.2.3	Candidate has assessed and synthesised information from documents 1 and 4 using own words to describe how they support the views of Beryl Bainbridge using own words. For example: - RP still seen as most prestigious accent (Doc 4) and has historically been considered 'proper' English accent but is now losing importance as only spoken by a small minority (Doc 1) - Beryl Bainbridge's Scouse/ Liverpool accent is at the bottom of the regional accent hierarchy and therefore looked down on (Doc 4) - Regional accents much more acceptable and thought of more positively (Doc 1) whereas 'plummy' accents can lead to discrimination. Accept any other valid view	Up to 4 marks	4 marks
Total for question			7 marks

Part B Extended Answer Question

Q5
 Using information from documents 1-4, write an article for a recruitment magazine informing both employers and job applicants how regional accents can affect:

- employment opportunities
- effective selection of job applicants.

The article should offer advice to both groups of readers on how to approach job interviews, bearing these issues in mind.

25 marks

Criteria	Marking Guide	Marks	Max Marks
3.3.1	Candidate has: <ul style="list-style-type: none"> • selected an appropriate form for presenting the information (minimum heading) • used an appropriate style and structure to add clarity to the text (eg sub-headings, paragraphs, bullet points) • used an appropriate tone consistently 	1 mark 1 mark 1 mark	3 marks
3.3.2	Candidate has: <ul style="list-style-type: none"> • used own words in an effective manner to present relevant information • used specialist vocabulary where appropriate for example: social class, discrimination, recruitment, hierarchy, statistics • demonstrated an understanding of the issues relating to the effect of regional accents on employment opportunities and applicant selection • presented a balanced explanation of how regional accents may (or may not) affect employment opportunities and effective selection, based on information from the documents • offered advice on how to approach job interviews with regard to accent, based on information from the documents 	Up to 3 marks Up to 2 marks Up to 3 marks Up to 3 marks Up to 2 marks	13 marks

3.3.3	<p>Band 1 The candidate spells, punctuates and uses grammar with reasonable accuracy e.g.</p> <ul style="list-style-type: none"> • the spelling of simple words is usually accurate • full stops and capital letters are accurately used to demarcate sentences. Commas in lists are used accurately. • there may be some grammatical errors, e.g. confusion of pronouns, tense and some lack of cohesion. <p>Band 2 The candidate spells, punctuates and uses grammar with considerable accuracy e.g.</p> <ul style="list-style-type: none"> • the spelling of words with complex regular patterns is usually accurate • a range of punctuation including commas, apostrophes and inverted commas is used correctly including to mark sentences and clauses • the work is mostly grammatically accurate showing that the candidate can construct complex sentences accurately, use pronouns so that their meaning is clear, makes accurate subject/verb agreement and uses tenses accurately and consistently, although there may be occasional errors of sentence separation. <p>Band 3 The candidate spells, punctuates and uses the rules of grammar with almost faultless accuracy e.g.</p> <ul style="list-style-type: none"> • virtually all spelling, including that of irregular words is usually correct. Any errors stand out as untypical or ‘one-off’ slips • punctuation is accurate and is used to vary pace, clarify meaning, avoid ambiguity and create deliberate effects • grammar is accurate and gives appropriate variation in sentence structure. 	<p>1-3 marks</p> <p>4-7 marks</p> <p>8-9 marks</p>	<p>9 marks</p>
Total for question			25 marks