

GCSE2010 English 5EH01

Standardisation May 2011

**Candidate D**

12/10/2010

Controlled Assessment - English.

RSPCA

In both pieces of <sup>information</sup> text (RSPCA & the Animal aid) they have similar purpose, but different audiences, therefore their ~~persp~~ perspectives are different. Though they have different audiences, but they are both aimed at adults.

In the RSPCA it is aimed at <sup>well</sup> ~~more~~ educated adults or even parents, ~~is~~ this is shown by <sup>the</sup> ~~their~~ use of complex vocabulary ('innovation', 'mandatory'). On the other hand the animal aid leaflet is aimed <sup>more at</sup> ~~at~~ young adults, especially those who ~~are~~ want to have a healthy lifestyle, and would like to ~~save~~ animals' lives. Likewise, both <sup>text have</sup> ~~informations~~ similar purpose,

○ ('save animals' lives and improve your health')

and <sup>it</sup> ~~this~~ is about their concern for animal welfare. (RSPCA = 'deserve a painless <sup>and humane</sup> ~~humane~~ end to their lives.' (Animal Aid = '2 1/2 million ... slaughtered') ~~showing that they are trying~~

~~to increase~~ RSPCA is trying to increase the awareness of the environment within the abattoirs. In contrast, the animal aid leaflet is trying to persuade readers to go against meat

The aim of ~~being~~ <sup>being used</sup> presentational devices <sup>is</sup> to give the audience a good impression. The RSPCA uses a colour scheme of blue. Blue can <sup>represent</sup> ~~mean~~ power and control, or

peace and harmony. ~~Then~~ The ~~set~~ sense of power ~~is~~ shown seems to suggest that it is able to affect ~~our~~ lives. <sup>by</sup>

~~This is because we eat the meat and it affects~~ <sup>it affects our lives because we eat the meat and it affects</sup> animals' lives because they are killed so that we have meat to eat. With the choice of

colour ~~it~~ suggests that the organisation prefers a professional approach <sup>to its audience</sup>. On the other hand, the animal aid colour scheme is very different, it includes red and green

which could be seen as traffic lights, red = to stop eating meat, and green to go start becoming a vegetarian.

which suggests that the company prefers a more happy, vibrant, ~~at~~ alternative approach to the public. ~~to~~ Also

the Typography between the RSPCA and the animal aid

interesting point

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good

appealing to the readers, and with the use of ~~ex~~ sans serif fonts it makes it clearer. Signposting is important because it is able to navigate the readers around the <sup>text</sup> information. In the RSPCA webpage it uses the image at the top (with the sheep and the lamb). The sheep is looking down, which leads the reader from the image to the text. On the other hand in the animal aid leaflet <sup>have</sup> ~~inserted~~ a sentence between the top of the page, and the bottom of the page, so to know the second <sup>half</sup> ~~half~~ of the sentence, the reader has to read on, which leads the ~~reader~~ reader down the page.

develop more fully

good points

good

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is very different. ~~It~~ In the RSPCA webpage it uses a serif font which reflects on the company as being traditional, and adds to its ~~major~~ formality. It also suggests that ~~the~~ it is a well established organisation and has a good reputation. In contrast, the Animal aid has varied its <sup>sizes of words</sup> font sizes, <sup>therefore it</sup> ~~it~~ becomes more

appealing to the readers, and with the use of ~~ex~~ sans serif fonts it makes it clearer. Signposting is important because it is able to navigate the readers around the <sup>text</sup> information. In the RSPCA webpage it uses the image at the top (with the sheep and the lamb). The sheep is looking down, which leads the reader from the image to the text. On the other hand in the animal aid leaflet <sup>have</sup> ~~inserted~~ a sentence between the top of the page, and the bottom of the page, so to know the second <sup>half</sup> ~~half~~ of the sentence, the reader has to read on, which leads the ~~reader~~ reader down the page.

Images have been used in both pieces of text, images are used to evoke the idea of their ~~to~~ concern for animal welfare. The RSPCA have used only one relevant image, this is the image at the top (with the sheep and the lamb). The lamb <sup>creates</sup> ~~is able to~~ create is looking directly at the audience, which makes the reader guilty (by eating such lovely animals) and <sup>the reader</sup> ~~sympathises~~ sympathises the animal. In the image it is able to create a sense where this lovely, cute animal is living <sup>one</sup> ~~at~~ second and slaughtered the next. In contrast animal aid have used more images, which has a relationship between the text and the image. In the Photobar at the top <sup>of the page,</sup> it seems to suggest to the readers <sup>that</sup> ~~these~~ at the end of the day, <sup>these</sup> ~~these~~ innocent animals are safe and not killed and by ~~showing~~ becoming a vegetarian these animals <sup>can live longer lives</sup> ~~can live longer lives~~. Also the images of the vegetarian meals below shows that <sup>becoming a</sup> ~~being a~~ vegetarian is very easy, and that the meals are tasty and delicious.

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Another way to inform readers about the issue is through language. The register for the RSPCA is traditional, with a touch of informality, ('social networking'), which opens the range of readers. ~~On the other~~ Unlike the RSPCA, the Animal Aid's register is more informal. This can be shown through by the colloquial terms ('veggie'). Likewise, in both texts they have used personal pronouns. In the RSPCA it has used 1<sup>st</sup> person pronoun (we) which makes the reader more inclusive. Also in the Animal aid leaflet, it has used both 1<sup>st</sup> ~~person~~ ~~person~~ and 2<sup>nd</sup> person pronoun. With the use of 1<sup>st</sup> person pronoun (we) ~~it~~ makes the readers more inclusive and the 2<sup>nd</sup> person pronoun (you) makes a direct address <sup>to the reader</sup>. The RSPCA web has used complex vocabularies, such as 'mandatory', and 'accredited', which suggests that it is aimed at ~~a~~ <sup>despite the simple</sup> well-educated adults. In contrast, ~~the animal aid~~ <sup>the animal aid</sup> ~~leaflet, despite its use of simple vocabulary, reggie's~~ <sup>vocabulary found in the animal aid leaflet ('veggie')</sup> it also includes jargons, 'cardiovascular disease' with the use of technical terms, it makes the company more professional. Instructive language is used in both texts, (RSPCA = 'Sign Up') (Animal Aid = 'Join animal aid now') such imperatives serves to persuade readers what to do. Emotive language is similarly used in both pieces of information, (RSPCA = 'painless and humane end to their lives.') ~~and~~ (Animal Aid = '2½ million... Slaughter every single day. Satisfy the public's meat habit') it is used to ~~raise awareness~~ <sup>raise awareness</sup> of the issue. Unlike the RSPCA web, the Animal aid leaflet have used statistics '2½ million', to ~~back~~ support their ideas, and convey that the organisation is ~~also~~ friendly ~~but~~ professional.

In Conclusion

~~Overall~~, ~~between~~ the 2 texts, different devices have been used to evoke the idea of their concern to animal welfare and the writers have used different ~~presentation~~ <sup>presentations and</sup> presentation devices

and linguistic devices to ~~analyse and the use of language~~ illustrate their ideas and perspectives.

✓  
Approx word count = ~~75~~ around 960 words.

✓  
Well done.

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You have shown a clear understanding of both texts & your answer demonstrates a perceptive explanation of the devices used.

(+)

You have supported your points with appropriate examples & made a detailed comparison of both texts.

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Is there a body in your cupboard?

A report revealing the most apathetic side of human <sup>nature</sup> ~~man~~  
Are we the murderer of these innocent animals?

<sup>imperative</sup> Picture this, you are <sup>alliteration</sup> squashed up in a <sup>wire</sup> squalid cage, outdo  
<sup>1st 43</sup> exposed to the dreadful storms, shivering nights and the  
blistering sun. What do you feel like? <sup>rhym. g.</sup>

<sup>Strong topic sentence</sup> Animals being skinned for fur is one of the biggest animal  
~~the most of the biggest animal welfare issue~~ welfare issue. Shown by the lack of sympathy given by people,  
~~with the lack of sympathy given by people~~ especially the fur industry.  
~~industry towards animals being skinned for fur~~ There is here  
a humane way to <sup>skin</sup> take an animal just for their fur. ~~Think~~  
~~Are those lovely, charming fur coats worth~~  
~~ignoring the lives of these lovely charming fur coats~~ Are they  
worth <sup>hundreds</sup> of animals lives? <sup>✓</sup>

Some people say that there is only 2 <sup>cause</sup> ~~reasons~~ to this issue:  
✓ profit and vanity. These people who make money out of  
~~kill-killing~~ skinning the animals, and those people  
who wear the fur coats thinking that they are some how  
fashionable. Is it really that fashionable to have a  
fur coat? Those <sup>manufacturers</sup> ~~who~~ who print their labels  
saying 'natural' is just trying to cover up the ~~inhumane~~  
horrific and inhumane <sup>reality</sup> ~~show~~ to their products. ~~Confining~~  
~~animals in small wire cages, trapping them from the~~  
~~wild then eventually~~ <sup>beginning</sup> ~~becoming~~ A fur coat is ~~the~~  
<sup>law of our</sup> ~~that~~ our society, ~~that~~ taking a human's life is  
murder and taking an animal's life for fur is  
totally ~~fine~~ <sup>ok and fine</sup>!

✓ The consequences <sup>of</sup> ~~the~~ our selfishness, is that ~~innocent~~ innocent animals are decimated. The most common animals ~~who~~ <sup>have been</sup> that ~~were~~ slaughtered for their fur are: beavers, chinchillas, cats, dogs, foxes, minks, rabbits, raccoons and even bears. ~~There are~~ The free beautiful animals ~~photos~~ printed on our lovely monthly calendar is now stripped to the bare, leaving <sup>their</sup> ~~them~~ <sup>naked</sup> bloody bodies. The animals that were once shy and gentle <sup>is</sup> now enclosed behind bars, waiting anxiously? when would it be their turn? World wide over 40 billion animals are slaughtered for their fur. 85% of them are bred to be then skinned in a fur farm, and the other 25% are trapped from the wild. These statistics do not include the many millions of rabbits that have been ~~kill~~ murdered for the fur industry. Although fur farming <sup>was</sup> is banned in the UK in 2002, but it is ~~growing~~ constantly continuing <sup>around</sup> ~~among~~ the world. Especially in Denmark, China, Russia, and The USA. Is your country contributing to it? ✓ Furthermore, more than 6500 fur farms are situated in the EU, and Europe is responsible for ~~the~~ 70% of the global mink production, and also 63% of the global fox fur production. Are we animals' best friend?

Would You Wear your Pet? ✓

<sup>use of experts</sup>  
In 2005, PETA (People for The Ethical Treatment of Animals) ~~have~~ carried out an undercover investigation on the cat and dog fur trade. The investigator went ~~to~~ into a Southern China animal market and found horrific scenes. Professor Kingley (one of the investigator) states: "I saw ~~dead~~ cats and dogs crammed into small cages, ~~and~~ obviously exhausted from the cross country transporting on trucks without food and water... there were dead cats on top of the cages, dying cats and dogs inside the cages,

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, and open wounds, there were also some cats and dogs which had collars. ~~showing that~~ The collars showing that the cats and dogs were once a beloved companion, and was stolen, hanged, bled to death, then skinned. If you were ~~to~~ a pet what could you do? If you were a pet owner what ~~could~~ <sup>would</sup> you do? Thanks to the

The Globalization of the fur trade has become impossible to track where the fur was from and even what fur it is. <sup>next paragraph</sup> On these animal fur farms they are killed in the most barbaric methods such as lethal injections, neck breaking, and electrocution, just so that they can ensure that the pelt is not damaged. Some are even skinned alive. Another investigator Dr ~~Swiss Johnson~~ <sup>Swiss Johnson</sup> said: "it was such a horrific experience when we were touring a fur farm in the China at Hubei Province. The animals were skinned alive, the skinned, naked, bloodied bodies is then thrown onto a pile, some still gasping for air <sup>and blinking</sup> slowly. One raccoon on the heap of ~~carcasses~~ <sup>carcasses</sup> lifted his bloodied head, and glared at the camera." What could they do? Even if a fur garment on the rack of a <sup>designer</sup> ~~fashion~~ shop labels 'made in Europe' does that mean that it is better? ~~Possibly~~ Possibly the animals were made in Europe, but was raised, slaughtered <sup>somewhere</sup> ~~somewhere~~ else. This Horrific event should stop!

"Trash!"

Traps are set by the trappers to capture animals from the wild. ~~Trappers set traps to capture animals from the wild.~~ Did you know that every year globally 7000 <sup>pets</sup> ~~animals~~ are trapped in ~~those~~ <sup>those</sup> painful jaws. Dogs, cats, Birds, and even endangered species are <sup>caught</sup> ~~caught~~, trappers call these



✓ 'Trash kills'. It is a life, how could it be on Earth that it is trash. They say they have no economic value, but is this true? What do you think or feel like when your beloved pet is trapped? Then bled or even be made disabled?

Compassion is the fashion, not some old fashion designer using fur. Cruelty is free fabric, faux fur is available in stores everywhere around the world, <sup>Woolly off</sup> ~~PETA~~ <sup>Charities</sup> are you not noticed! Such Organisations such as PETA is trying to persuade fashion designers and clothing retailers to use and only sell <sup>animal friendly</sup> ~~animal friendly~~ fabrics. Even the RSPCA <sup>discourages</sup> ~~discourages~~ people to <sup>wear</sup> ~~use~~ real fur products. It was a great disappointment to see the autumn fashion showcase as more than 40 designers used real fur, despite the awareness <sup>of the issue</sup> ~~nowadays~~. To look fashionable, <sup>classy</sup> ~~classy~~ and warm does not mean it is the right to kill. Discourage animal trapping and animals skinned for fur by discouraging fur-wearing. Many assume that fur bearing animals are killed humanely, this is not true! This cruelty would only <sup>end</sup> ~~end~~ when consumers refuse <sup>to</sup> ~~to~~ by or wear real fur.

✓✓ Well done,

Effective use of language & punctuation.

Varied sentence structure & paragraphing

11 + 6

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Band 5