

GCSE2010 English 5EH01

Standardisation May 2011

Candidate E

Both of these texts are written to give a view on animal welfare, and they are both created by charities concerned with animal care. The first text is from the charity 'Animal Aid', and it is in the form of a flyer. The second text, however, is a webpage from the website of the charity 'RSPCA'.

The 'Animal Aid' text mainly communicates the ideas to do with health, world issues and the lives of animals, highlighting how the advert relates to individuals. The idea of healthy changes. These ideas can be seen in assumptions made by the writer about the reader, thus creating a target audience. The writer assumes that ideas of healthy changes and 'stay(ing) slimmer' will reflect the positive tone of the text and encourage young adults and possibly teenagers who are concerned about body image. The writer also aims to create an atmosphere of sympathy, and assumes the audience are susceptible to alter to a more empathetic view of animals; the use of young animals in images in close proximity to the word life introduces an emotionally stimulating aspect. The age range of the intended audience can be seen as quite wide, since the child-like presentation contrasts with the factual, adult content, giving a sense of community to the advert.

The 'RSPCA' text differs from this, in that the writer assumes ^{that an} audience who are less concerned about themselves as individuals, and more about the ~~same~~ ideas relating to animal welfare. The writer assumes that the audience will face this issue pragmatically - the text accepts the fact that people eat meat, and ^{will read this} ~~does not~~ try to persuade the audience against this, instead concentrating on the main idea of improving welfare standards for animals 'at all stages of their lives'. The ideas of morality and authority also play an important role - the writer assumes the ~~text~~ audience will understand the importance of legality as well as what is morally right to 'ensure animal welfare is not compromised'. This differs from the more individually persuasive role.

The writer's perspective in the 'Animal Aid' text is ~~to persuade~~ ^{to persuade} the audience to change the purpose is to change the viewpoint of the audience. The writer wants ~~to~~ the perspective that the issue is very urgent to be put across clearly and so expresses the ideas of saving lives, improving health, protecting

comp ✓
in the
Animal
Aid text.

opinion

quod

the planet and feeding the world, with passionate sincerity enforcing the purpose of persuasion. By using sources such as 'the World Cancer Research Fund', the writer boosts their credibility, and although facts such as '2½ million animals are slaughtered everyday', are not cited, they are not aimed to inform, but persuade the audience that this charity is a reliable and well-informed organisation. The general aim of this advertisement is to encourage people to join the charity, so by using facts, figures and emotive language such as 'FREE', the writer builds up their encouragement before asking something of the audience directly at the end of the advert ('Join Animal Aid now').

comment

In the 'RSPCA' text, the perspectives of the writer contrasts with those in the 'Animal Aid' text; the purpose is more to inform the audience of the organisation's perspective on the matters addressed. Unlike the 'Animal Aid' text, the writer is quite detached from the text, since the aim of informing the reader would be hindered by the interference of personal and familiar tones. However, the use of ~~morality~~ credibility is ~~also~~ similar between the two texts. The sources and figures within the quotations, are always cited on the 'RSPCA' text, creating an impression of knowledge and research in the text, which clearly aims to inform. Like the 'Animal Aid' text, some emotive language such as 'painless and humane', however, this is usually within quotations, so it does not detract from the formality of informing the reader. This text ^{mainly} uses formality to explain to and inform the audience of its ^{perspective}.

comment

quod

~~the~~ Presentation is used very effectively in the 'Animal Aid' text, since it is a flyer, so it has to provide a ~~very~~ high-impact and direct effect on the reader to grasp their attention immediately. Possibly the most concentrated device used by the writer is colour; this is used in a consistent scheme to aid the reader, improving the accessibility of the text. The ^{colours can all be related} yellow and green to nature and natural foods, as well as enforcing the message; yellow and green are very positive colours, and red provides a sense of urgency, to illustrate the writer's view that the message is ^{important} urgent. The layout is also key to improve accessibility; the writer reduces the amount of text used and breaks it up using numbering and subtitling on the second page. This is also used on the first page in the checkboard effect to create more space for high-impact images and a use of anchoring to relate this to the ~~picture~~ text. By using images such as young lambs in close

opinion

proximity to the word 'life', the idea of sympathy is introduced and relates animal welfare directly to the reader since they can feel a connection between themselves and the images. ^{good}

comp The presentation in the 'RSPCA' text is very simple, so as not to detract from the message, whilst maintaining the reader's interest by ~~using~~ creating a formally attractive webpage. Unlike the 'Animal Aid' text, the audience has already been sufficiently persuaded to go to the RSPCA website to find the text, so ~~the~~ dramatic presentation is not as important in the ^{Animal Aid} ~~RSPCA~~ text. The colour scheme is consistent, simple and uses cool colours, which have a calming effect on the reader, as well as breaking up the text, making the information less complicated and more focus on the message. The 'RSPCA' text is similar to the 'Animal Aid' text in the use of images; once again a young lamb is depicted, making eye-contact with the audience, introducing an emotive element to the otherwise very factual text, making the reader slightly less detached from the writer, and the text more accessible. The layout is quite different between the two texts; although both pages are organised well, the 'RSPCA' uses a lot more text, since it aims to inform. This is broken up, once again, in the use of subtitling and distinct quotations.

comp The language used in the 'Animal Aid' text also links with the purpose; persuasive language is used to enforce encouragement of the reader. The writer uses direct address very effectively; by telling the reader that 'You'll help feed the world' the writer combines many devices to create an effect. Using the verb 'help' has ^{connotation} ~~positive effect~~ on the reader and the familiar phrase 'feed the world' is quite colloquial, creating a hook to draw the reader in to the aspects ^{of the text} they recognise. The use of 'you' is repeated throughout the text enforcing the familiarity, and the term 'Go Veggie' is a contraction which is printed three times, making it particularly memorable for the reader. The main aim of the language used is to achieve a sense of familiarity, as well as encouraging the reader that the text has admirable connotations, by using direct address.

comp The language used in the 'RSPCA' text also aims to enforce the message, however in this text, the purpose is to inform, rather than to persuade. By using complex vocabulary such as 'mandatory' and 'abattoirs' the writer promotes their impression of being well informed, and require an understanding of, or education in English. In comparison to the 'Animal Aid' text, the writers both use the device of repetition three times. By describing their requirements as 'practical, achievable and effective', the writer creates a memorable phrase, which stays in the reader's mind.

unmp
Although the RSPCA does appear to be more authoritative in its language use, it also uses some devices similar to those in the 'Animal Aid' text to create ~~some~~ a link between the reader and writer. By using phrases such as 'My RSPCA' and 'See all our latest...', a personal connection between the reader, writer and the intended audience is created, in the use of personal pronouns. The use of the term 'latest' ~~adds to the~~ also creates an impression that the organisation are up to date, which encourages the audience of ~~their~~ ^{writer's} credibility, which is not present in the 'Animal Aid' text. Although the language used does make some connection between reader and writer, it differs from the 'Animal Aid' text in its use of formal language.

I think that both of these texts have similarities in ^{their} subject matter of animal welfare; however the writers use quite different styles to achieve this. The 'Animal Aid' text persuades the reader directly, whereas the 'RSPCA' text uses devices and methods to inform the audience using authority. However, both of these texts have a serious message to convey and it is obvious the ~~reader~~ ^{writer} wants to make this clear and concise.

26

- perceptive comparative points throughout
- perceptive appreciation of ideas
- intelligent understanding of devices
- very pleasing discussion of evidence

A Cry from the Jaws of the Ocean

It is estimated that seventy million sharks are slaughtered annually by the human race. A shocking figure by anybody's standards. The overwhelming majority of these ~~creatures~~ creatures have fallen victim to the shark finning trade, a global industry which has decimated several species of shark. The trade boomed in the 1970s, and since then, there has been a notable decline in all species of shark, affecting marine ecologies all over the world.

The practice of shark finning includes several stages. After the initial catch, the shark is hauled up onto deck, the dorsal fin is hacked off and the shark is thrown back into the ocean. All of these sharks will die without any exceptions. It can take several days of suffering for their bodies to give up; the dorsal fin controls the navigation of sharks, so they fall down to the sea bed and will be eaten by other fish, starve or even drown due to lack of oxygen from movement.

So what is the point of this brutal murder? The answer lies in the restaurants of the Far East; in places such as China and Hong Kong, shark fin soup is regarded as an ancient Asian delicacy, especially at wedding and is especially impressive at weddings. Although the sharks are fished globally, ninety five percent are shipped to the Far East, raising the price of the soup considerably; one bowl can cost the extortionate price of one hundred dollars! So, you would think that such a dish would have an exquisite effect on the senses, but in actual fact, shark fin is entirely tasteless, and the soup is bulked up by meat stock. It seems an inexplicable reason for three sharks to die every minute.

Naturally, the impacts of claiming eighty thousand tons of shark fin every year are damning. In ~~maxim~~ the marine food chain, the shark is the apex predator; at the top of the food chain, it has the task of stabilising the ecological hierarchy. Therefore, ~~the~~ having sharks removed in their millions throws the system into chaos, which can be observed most significantly on the Western coast of America. In this area, blacktip and tiger sharks were abundant, so it was an obvious target for finning. Due to the dramatic decline in numbers of large sharks, all other species

counts were thrown. The number of small sharks and rays increased, leading to decrease in numbers of shell fish, their prey. This had ~~an~~ ^{an} alarming effect; shell fish play ~~an~~ ^{an} important role in keeping the West coast clear of pollution, so when numbers dropped, the entire ecology was left at risk of serious health damage, as the water became murkier and murkier. Fortunately, measures have been taken to resolve the problem, however, ~~the~~ ^{issues} ~~more problems~~ have emerged globally. In all species ^{of shark}, there has been a distinct difference in size since the 1970s. Sharks have been getting physically smaller, since they are often fished at a young age, creating concern that they ~~are~~ ^{are} sharks are not being allowed to mature. And it is human interference which has lead to these creatures suffering in silence.

✓ Even more of a concern is that the simple brutality of shark finning has been overshadowed by developments in the trade, which have ~~lead~~ ^{led} to more complex and wide spread ~~concerns~~ ^{problems}. Many fishermen now use a technique called 'long lining'; a careless and horrific method which leads to the death of many creatures besides sharks. Long lines can range from a mile to a hundred miles in length, and ^{measure} roughly thirty foot in depth. They consist of a network of fishing lines, adorned with bait hooks, aiming to capture tuna, swordfish and sharks. These bait hooks attach themselves to the roof of the creature's mouth, and so the animal will either starve or drown, ~~and~~ ^{with} their corpses awaiting the arrival of the fisherman's boat. However, it is not as simple as it seems; it is not ~~that~~ ^{just} the target animals who fall prey to ~~the~~ ^{these} long lines. Recently, images of albatross and turtles drawn in by the bait have emerged, and species which are at such a huge risk of extinction should not be ^{so disadvantaged} ~~unduly~~ by this careless net of death. Over twenty five percent of the catch from long lines is thrown back, dead. Is it not time to stop this appalling method?

Although it may be true that some attempt has been made by government organisations to put a spanner in the wheels of the shark finning trade, the effects are negligible. In some cases, new regulations have had a positive effect; back on the Western coast of America, long lining has been banned entirely, along with most countries in the European Union. However, this method does not stand alone in the trade, and current laws are simply not withstanding the power of such a large industry. In the European

further information

spanner

an organisation which is campaigning for the conservation of sharks.

exposure

withers

concluding element

another

Union, the regulations involve a complex weight to fin ratio, as to which sharks can be fished: ^{this} is complicated with many loopholes, making it easily bypassed or confused. There are some campaigns seeking a change in the laws, who claim that the ban is 'the only measure to protect sharks, and in many ways it is deeply flawed', as written by Uta Bellion, ~~of~~ director of the Shark Alliance. In the United States, regulations are a little more up to date, as the law now states that in American waters, shark fins must remain ~~attached~~ attached until land is reached. However, a new report has claimed otherwise, as ^{refers to} ~~new~~ figures have emerged this year; one million sharks have been slain in the Atlantic Ocean, and three quarters of these already face imminent extinction. American battles with suspicion that much of their finning transactions are very much on the wrong side of the law, as sixty five thousand tons ~~are~~ of fin are estimated to have been fished in 2008 from the North Atlantic alone. Clearly, there has been a serious miscalculation, and both America and Europe must start with a new course of action.

So with trade between America and China reaching ^{a north price of} ~~above~~ two hundred and fifty million pounds per year, it is slowly becoming apparent that ^{a serious} ~~that~~ miscarriage of justice has occurred. Over the last twenty years, we have driven these majestic creatures to the brink of extinction, and the demand for shark fins is ~~great~~ great and still growing. Some hope remains for the future, as realisation has hit the world that this secretive trade now represents a very pressing issue, and there is much concern in recent numbers. It is time to take action now, before it is too late to save the ancient rulers of the ocean.

$$\begin{array}{r} 13 \div 7 = 20 \\ 13 \quad 7 \quad 20 \end{array}$$

Sophisticated minor - presents structure and awareness of audience + purpose. Critical use of devices & consistent sentence structure