

English Language Paper 2. Section B: Writing (45 minutes)

Question 5:
Time: 45 mins

Marks: 40

Paragraphs: 2 ½ sides of A4 max

Skill assessed: Content, Organisation and Technical Accuracy

Task: Write to Persuade, Argue, Advise, Explain or Inform

24 marks for content and organization (AO5)

AO5- Communicate clearly, effectively and imaginatively, selecting and adapting tone, style and register for different forms, purposes and audiences. Organise information and ideas, using structural and grammatical features to support coherence and cohesion of texts.

16 marks for technical accuracy (AO6)

AO6- Candidates must use a range of vocabulary and sentence structures for clarity, purpose and effect, with accurate spelling and punctuation.

Opening hooks

1. Controversial statement.
2. Get the reader to put themselves in a situation through direct address.
3. Ask them a question.
4. A bold statement using a triple.
5. Start with a theory.
6. Repeat a word or phrase.

Content	Communication is convincing and compelling. Tone, register and style assuredly matched to purpose . Extensive and ambitious vocabulary with sustained crafting of linguistic devices .
Organisation	Varied and inventive use of structural features. Writing is compelling, incorporating a range of convincing and complex ideas . Fluently linked paragraphs with seamlessly integrated discourse markers .
Technical Accuracy	Sentence demarcation is consistently secure and consistently accurate . Wide range of punctuation is used with a high level of accuracy. Uses a full range of appropriate sentence forms for effect. Uses Standard English consistently and appropriately with secure control of complex grammatical structures . High level of accuracy in spelling , including ambitious vocabulary. Extensive and ambitious use of vocabulary .

Purpose	Writing to Argue	Writing to Persuade	Writing to Advise	Writing to Explain/Inform
What is it?	Presenting on side of an argument.	Convincing another party to agree with you, agree/disagree with a point of view or to take action for/against something	Providing a solution/way forward for someone.	Explaining your opinion on a topic to the audience.
What does it involve?	Choosing one side and not arguing both. However, being aware of both sides of the argument in order to present a counterargument.	Using persuasive language to convince another party. <ul style="list-style-type: none"> • Direct address • Alliteration • Facts • Opinion • Rhetorical Q/Repetition • Emotive Language • Statistics • Triples 	Not persuading someone. To provide them with numerous options and exploring the pros and cons.	Not convincing or advising people. You are explaining your opinion to the audience.

Structure is also about linking your ideas, so you will a connecting phrase where the arrows are.

- Many people believe...
- Others may argue...
- To begin with...
- Following on from...
- Finally,....
- Naturally,....
- Of course,...
- Subsequently...
- Above all...
- Most importantly...
- For instance...
- Otherwise...
- In contrast...

Speech	Clear address to the audience. Effective/fluently linked sections to indicate sequence. Rhetorical indicators used to address the audience throughout.
Letter	Address, Date, Formal writing throughout Formal address of recipient 'Dear Sir/Madam or name recipient. Appropriate mode of signing of 'Yours sincerely/faithfully'
Article	Original and engaging heading, Subheading, Date, Journalist's name, Introduction, Effectively/fluently sequenced paragraphs Conclusion.
Leaflet	Original title Introduction Effectively/fluently sequenced paragraphs Conclusion.

Structure	Engaging opening hook. Powerful end to writing. A carefully chosen and crafted order of ideas. Use of effective discourse markers. Coherent and cohesive line of argument.	Paragraphs	Link together. Make the point/argument easy to follow
Vocabulary	Appropriate vocabulary chosen for effect.	Tone, style, register	Writing is appropriately formal/informal. Pace of writing is adapted based on points being made.
Ideas	Complex and detailed ideas. Wide range of ideas that cover multiple areas and avoid repetition. Examples to support ideas	Communication	Your points/arguments are clear. Writing is engaging and genuinely interesting to the reader. Writing feels personal and not robotic throughout