

2008 AS Use of English

Section E Marking Scheme

TASK 1: Letter

Maximum marks: 61 (38 content + 23 'presentation')

Opening the letter (paragraph 1; purpose clearly suitable for the task)

1. Statement of purpose – response to Simon Pang’s letter
2. Statement that CNU is a local / HK-based charity
3. Statement that CNU holds fundraising events / Treasure Hunt every year
4. Saying who raises money for – needy / disadvantaged / malnourished / homeless / underprivileged children in Vietnam

Acknowledgement of S. Pang’s letter / Supporting arguments for CNU

CNU does nothing for Hong Kong

5. Not true that CNU does nothing for HK (reference to Pang’s letter)
6. Cooperates with Hand-in-Hand (once a year) to organise (Hand-in-Hand and Children Need Us) Annual (Charity) Fun Run
7. Hand-in-Hand (small) charity which raises money for child welfare projects / disabled / initiative to support young drug addicts’ children in HK
8. CNU helps with logistical support and resources / details of allocation of volunteers/use of warehouse space
9. Last year Fun Run / event raised HK\$345,000

There are poor people in HK and the wealth divide has widened

10. This is true but ...
11. HK government supports people least able to support themselves (e.g. elderly, sick, poor, unemployed)
12. / 13. HK has well-resourced safety net / (social) welfare system / good public health service (any two)

Access to wealth and resources

14. Not correct that Vietnamese children have access to wealth / resources / are well looked after in system (reference to Pang’s letter)
15. Per capita GDP: HK – US\$27,527; Vietnam – US\$726 // much lower GDP in Vietnam // population + GDP of both countries
16. (UNICEF:) 16,000 street children / 20,000 child prostitutes / 4,300 child drug users / app. 40,000 / 40,300 underprivileged children in Vietnam
17. (Nguyen Hung Tanh / Professor at NU:) people do not have equal access to quality welfare services // ethnic minorities live in remote areas and get little help from government
18. (Nguyen Hung Tanh / Professor at NU:) lot of people do without basic necessities (e.g. food, shelter, clothing) // Vietnam still long way from having comprehensive social welfare system like developed countries have

Free education for all Vietnamese children

19. True but ... (reference to Pang’s letter)
20. Age 11+ education very costly // not free after age 11 // only from ages of 6-11
21. Priority for education given to boys / girls not favoured // 70% school drop-outs are girls

22. families do not have enough money to provide for children // family / social problems (e.g. death of parent, domestic violence, alcoholism, divorce and abandonment) affect children there

23. About half of all primary school children in Vietnam malnourished

Examples / facts from street children

24. /
25. **Example 1:** shoe-shine boy + supporting information to show poverty / disadvantage

26. /
27. **Example 2:** flower-seller girl + supporting information to show poverty / disadvantage

Importance of Treasure Hunt + money raised / spent

28. The Child Nutrition Initiative / Project

29. This a unique effort to improve health / mental well-being // increase excitement about attending school // improve school performance of children in (rural parts of) Vietnam

30. Initiative consists of (daily in-school) feeding / giving of soymilk / soya milk and a (vitamin-fortified) biscuit / take-home food and health education

31. 150,000 schoolchildren and siblings // 90,000 primary school children and 60,000 family members benefit from Child Nutrition Initiative

32. Biggest fund-raising event

33. Children and families have good time (at treasure hunt) // A fun family day / afternoon for local participants

34. Event raises awareness / opens people's eyes to situation in Vietnam // Local children can gain from learning about inequality / hardships others face

35. HK\$758,940 was raised

Letter ending

36. We would appreciate donations // We hope readers will support our charity // People in Vietnam need help

37. Some reference back to what CNU does

38. Some reference back to Simon Pang's letter

Presentation Marks (23 marks)

The required seven areas to be included in the letter are as follows:

Opening

Main body – acknowledgement of Simon Pang’s letter / supporting arguments for CNU (see content headings below)

- CNU does nothing for Hong Kong
- There are poor people in Hong Kong and the wealth divide has widened
- Access to wealth and resources
- Free education for all Vietnamese children
- Importance of treasure Hunt + money raised / spent

(i) Task Completion

Balance = 2 marks

0	1	2
Candidate unable to write balanced letter with opening, main body and closing paragraph of an appropriate length OR candidate wrote excessively.	Candidate demonstrated some success in writing balanced letter with opening, main body and closing paragraph of an appropriate length.	Candidate wrote well-balanced letter with opening, main body and closing paragraph of an appropriate length.

Conciseness = 2 marks

0	1	2
Candidate unable to express his / her ideas concisely.	Candidate demonstrated some ability to express ideas concisely.	Candidate expressed ideas concisely.

Relevance = 2 marks

0	1	2
Candidate demonstrated little awareness of relevant issues and included significant amount of irrelevant information.	Candidate demonstrated some awareness of relevant issues.	Candidate demonstrated good awareness of relevant issues.

Paraphrasing = 2 marks

0	1	2
Candidate unable to paraphrase or use own words / copied large chunks from Data File.	Candidate attempted to paraphrase and use own words.	Candidate successfully paraphrased and used own words where appropriate.

Text type = 2 marks Features to include: appropriate form of address; awareness of conventions for a ‘letter to the editor’

0	1	2
Candidate demonstrated little awareness of the conventions of such a letter, or used an inappropriate form of address, e.g. by using ‘you’ as though addressing Simon Pang directly.	Candidate demonstrated some awareness of the conventions of such a letter.	Candidate demonstrated good awareness of the conventions of such a letter.

Purpose and impact = 3 marks

0	1	2	3
Candidate demonstrated little awareness of the purpose of the letter and / or was unable to respond to S.Pang's points convincingly.	Candidate demonstrated some awareness of the purpose of the letter and responded to some of S.Pang's points convincingly.	Candidate demonstrated good awareness of the purpose of the letter and responded to most of S.Pang's points convincingly.	Candidate demonstrated good awareness of the purpose of the letter, responded to most of S.Pang's points convincingly and cited sources.

Tone = 3 marks (audience awareness / formality)

0	1	2	3
Weak	Satisfactory	Good	Very good
No or very little use of diplomatic tone with some use of impolite / rude phrases.	Some use of polite and diplomatic tone.	Effective use of polite and diplomatic tone.	Very effective use of polite and diplomatic tone.

(ii) Readability and organisation = 3 marks

0	1	2	3
Very poor	Weak	Satisfactory	Good
Ideas not cohesively presented OR mismatches between topic sentences / headings and elaboration.	Some effort to organise writing, BUT some unclear links.	Some effort to organise writing, AND no unclear links.	Writing easy to follow due to clear links between ideas at paragraph and text level.

This is an overall impression mark of the readability and organisation of the work. The following should be considered:

- The general organisation of the letter: The letter can be organised in different ways but it should be easy to follow.
- The logical organisation of the ideas: Related or similar ideas are grouped together logically and presented in a logical order.
- The use of paragraphing to help the reader follow the organisation of the letter.
- The use of signposts or cohesive devices to link ideas showing, for example, contrast, similarity, continuation.
- The appropriate use of generality, specifics and examples to effectively make points.

To get a 3, the candidate need not demonstrate all of these things, nor need he/she use them without error.

(iii) Language

0	1	2	3	4
Very poor	Weak	Satisfactory	Good	Very good
Errors throughout.	Systematic errors, some of which impede communication.	Some systematic errors, but they do not impede communication.	Well written sentences which communicate meaning well. There may be a few systematic errors, but which do not impede communication.	Well written sentences which present ideas effectively and which contain no systematic errors.

This is an overall impression mark of language used. The assessment should be based only on the candidates' own language and/or their attempts to paraphrase; sections of the letter which consist of text copied verbatim from the Data File should not be considered.

The following areas should be considered:

- Vocabulary (range, variety, accuracy)
- Grammar (range, variety, accuracy)
- Spelling

To get a 4, the candidate's work need not be error-free.

TASK 2: Powerpoint Presentation

CONTENT = 11 marks

- The bullet point must be logical and clear.
- The bullet point must be factually correct according to the Data File.
- **ONE** correct bullet point will be given 1 mark.
- If two answers are included in one bullet point, only the **FIRST** answer will be considered.

READABILITY AND LANGUAGE = 11 marks

- The readability and language mark is given only when content marks have been awarded.
- The language mark **CANNOT** be higher than the content mark.
- The bullet point can be in point form or written as a complete sentence, but must be expressed concisely.
- The bullet point should have a high degree of accuracy in the use of verb forms. Mistakes should not interfere with readability.

CONSISTENCY = 4 marks

- To award these marks, there must be at least one content mark and all the bullet points must be filled in.
- The bullet points within each slide must be structurally consistent. The verb forms used in **slides 2 and 3** must be in the **past tense**.

Power Point Presentation Slides

Slide 2		My Early Years in Hong Kong and Vietnam
Content	1	1949: (Was) b/Born in Hong Kong
Language	1	
Ditto		1971: Graduated with Degree in Banking and Finance // Graduated from Kowloon University
Ditto		1985: Returned to Vietnam (with family)
Consistency	1	
Slide 3		My Banking Career
Content	1	1971: Worked as investment banker
Language	1	
Ditto		1990: Founded / Co-founded the Merchant's Bank of Vietnam
Ditto		1993: Became president of the Merchant's Bank of Vietnam
Ditto		2004: Retired from banking to work on charity full time / to devote all my time to charity
Consistency	1	
Slide 4		Why I Do Charity Work
Content	1	To give meaning to my life / success / money / career and possessions
Language	1	
Ditto		To give something back to the community
Consistency	1	
Slide 5		Why I Focus on Children
Content	1	Children are the future of society /country // If you help children and you will help the country (to get better)
Language	1	
Ditto		To help / discover children with talent
Consistency	1	