SECTION C – Argument and persuasive language

Instructions for Section C

Section C consists of two questions.
Read the background information on page 9 and the material on pages 10 and 11 of the task book, and then complete both Questions 1 and 2.
For the purposes of this task, the term ‘language’ refers to written, spoken and visual language.
Your response to Question 2 will be assessed according to the assessment criteria set out on page 23 of this book.
Section C is worth 40 per cent of the total marks for the examination.
Questions 1 and 2 are equally weighted.
Question 1 (10 marks)

a. Jonty Jenkins writes about the positive qualities of Benmore Village’s High Street. Identify one of these qualities. 1 mark

b. Jenkins compares Calmer Coffee with Flo’s Patisserie.
   i. What is the main reason Jenkins prefers one cafe to the other? 1 mark

   ii. Give two examples from the text that support your answer to part b.i. 2 marks
   1. 
   2. 

c. In your own words, explain what Jenkins means when he writes that the new cafe is ‘lukewarm’. 2 marks

d. Give one word that you think best describes how Jenkins felt when he was at Calmer Coffee. 1 mark

e. In the final paragraph, what does Jenkins imply that the local people will do? 1 mark

f. Referring to the whole article, give two reasons why Jenkins believes Calmer Coffee is not suited to Benmore Village’s High Street. 2 marks
   1. 
   2. 

SECTION C – continued
Question 2 (10 marks)
Analyse the ways in which the writer uses argument and written and visual language to try to persuade others to share his point of view. In your response, use the material on pages 10 and 11 of the task book.