



Diploma Programme  
Programme du diplôme  
Programa del Diploma

## English A: language and literature – Higher level – Paper 1 Anglais A : langue et littérature – Niveau supérieur – Épreuve 1 Inglés A: Lengua y Literatura – Nivel Superior – Prueba 1

Monday 9 November 2020 (afternoon)

Lundi 9 novembre 2020 (après-midi)

Lunes 9 de noviembre de 2020 (tarde)

2 hours / 2 heures / 2 horas

### Instructions to candidates

- Do not open this examination paper until instructed to do so.
- Question 1 consists of two texts for comparative analysis.
- Question 2 consists of two texts for comparative analysis.
- Choose either question 1 or question 2. Write one comparative textual analysis.
- The maximum mark for this examination paper is [20 marks].

### Instructions destinées aux candidats

- N'ouvrez pas cette épreuve avant d'y être autorisé(e).
- La question 1 comporte deux textes pour l'analyse comparative.
- La question 2 comporte deux textes pour l'analyse comparative.
- Choisissez soit la question 1, soit la question 2. Rédigez une analyse comparative de textes.
- Le nombre maximum de points pour cette épreuve d'examen est de [20 points].

### Instrucciones para los alumnos

- No abra esta prueba hasta que se lo autoricen.
- En la pregunta 1 hay dos textos para el análisis comparativo.
- En la pregunta 2 hay dos textos para el análisis comparativo.
- Elija la pregunta 1 o la pregunta 2. Escriba un análisis comparativo de los textos.
- La puntuación máxima para esta prueba de examen es [20 puntos].



9 pages/páginas

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Choose either question 1 or question 2.

- Analyse, compare and contrast the following two texts. Include comments on the similarities and differences between the texts and the significance of context, audience, purpose and formal and stylistic features.

#### Text A

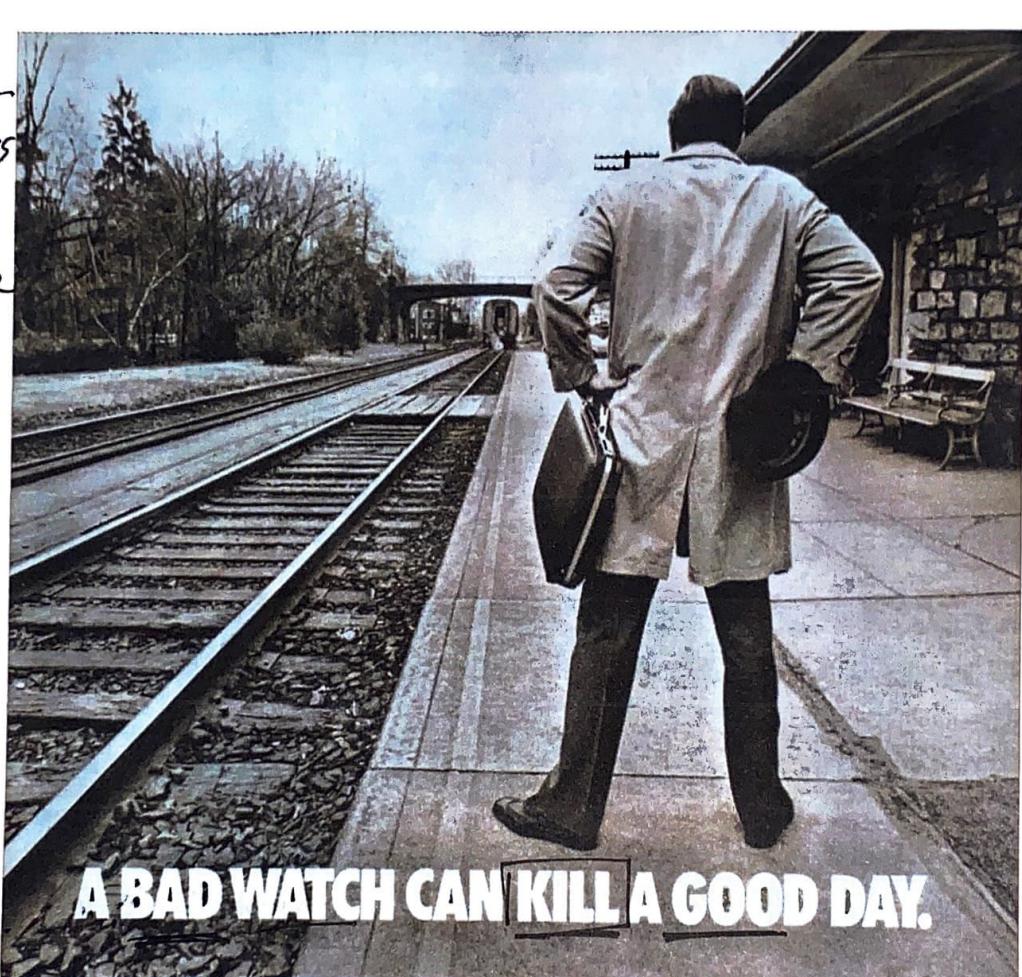
C: advertisement  
high end, fancy  
A: 1973 business men  
P: persuade somewhere

①: placement + colour  
context + possession

②: description  
→ setting the scene.  
+ camera line

③: logos:  
appeal to detail oriented audience

direct



## A BAD WATCH CAN KILL A GOOD DAY.

If your watch didn't lie, you'd be on the 8:02. By 9:00 you'd be in the client's office. By 10:00 he'd sign the contract. And by 12:15 your boss would give you a nice, fat raise.

But unfortunately you don't have an Accutron® watch, guaranteed to tell the truth to within a minute a month.\*

So unfortunately, you're not on the 8:02.

**BULOVA ACCUTRON®**  
The faithful tuning fork¹ watch.

repetition → personal

Left to right: #25527. 14K solid gold. \$275.

#24807. 10K gold-filled. \$175. Other styles at fine jewelry and department stores. From \$100.

\*Timekeeping will be adjusted to this tolerance, if necessary, if returned to Accutron dealer from whom purchased within one year from date of purchase.

© Bulova Watch Co., Inc.

logos.  
specific context  
+ more realistic.

text in touch with images

Bulova Accutron advertisement (1973), originally printed in magazines in the United States.

<sup>1</sup> tuning fork: two-pronged metal device used by musicians to gauge pitch



4 PAGES / PÁGINAS

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At the start of each answer to a question, write the question number in the box using your normal hand writing / Avant de répondre à une question, inscrivez son numéro à la main dans la case appropriée / Al comienzo de cada respuesta, escriba a mano el número de pregunta en la casilla.



Example  
Ejemplo

27

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Example  
Ejemplo

3

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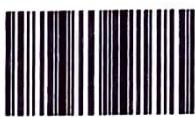


Authors create advertisements, ~~not~~ ~~not~~ specifically targeted towards a certain ~~adult~~ audience to enhance their persuasive ~~about~~ ability. The  ~~Believe~~ Accutron advertisement, published in various United States (US) magazines in 1973,  ~~target~~ is targeted towards a business-oriented male and ~~a~~ American ~~adult~~ audience. By  proposing a ~~the~~ descriptive scenario for the  reader, the advertisement attempts ~~to~~ ~~not~~ persuade the audience to purchase one of the two watches on display within it. Due to the nature of the advertisement, the primary audience will be



04AX01

prospective future buyer, with whom the author will also ~~be~~ embody a secondary purpose, to create a special and meaningful connection with the customer, hence emphasizing the idea of brand loyalty and value. Both purposes are achieved by utilising logic within the text to propose a specific and relatable scene for the reader, while also effectively conveying important information about each watch. In addition, the author builds ~~to~~ their relationship with the reader too through a clever use of tone and register, combined to aid persuasion. Finally, the visual and structural elements used within the advertisement work in tandem to create aid the text, as well as ~~as~~ to impose the scenario upon the reader.



Firstly, when designing advertisements, authors often find it useful to adapt to their prospective buyers through a <sup>careful</sup> balancing of balance of logos. This idea is elegantly seen throughout the Accutron advertisement, as the idea of time is used to not only better describe a scene, but also to symbolically gesture towards the importance of owning a watch. The text begins with "If your watch didn't lie, you'd be on the 8:02," which immediately ~~set~~ gives context. The logical description of time, ~~as~~ combined with the audience's intuition will immediately place them in <sup>the</sup> relatable scenario of missing a train for an important meeting. ~~From~~ ~~the~~ ~~recks~~ Therefore, the author is able to build upon the reader's past experiences and logical understanding of the scenario to enhance persuasion.



The following two sentences "By 9:00" and "by 10:00" both use anaphora to convey the passing of time, likely appealing to the 1970s business attitude of productivity and efficiency.

Furthermore, by referring to an arbitrary contract as "the contract," the reader is lead to believe that they actually play a role in the described scenario, which adds their susceptibility to being persuaded. It also develops ethos, as the reader is led to trust the author, as if they were describing they know the nuances of the business world. The effect this has is that the reader will trust the fact that success can come, simply by owning an Accutron watch, as is ~~stated~~ conveyed by the following paragraph. In smaller text, at the





4 PAGES / PÁGINAS

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Example  
Ejemplo

27

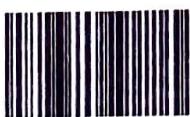
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Example  
Ejemplo

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bottom of the advertisement, is a description of specific details on the watch. By using short, punctual <sup>statements</sup> ~~statements~~ like "14k solid gold," "\$275," and "10 k gold-filled," the author is able to slow down the reading speed, thereby emphasizing specific, important and logical details of the watch. A reader who may not be an expert on watches may still be intrigued by the connotations of "solid gold," which appeals to the primary audience of businesspersons in 1970s US. Hence, a logical and chronological presentation of information



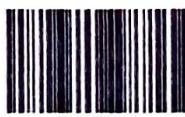
04AX01

greatly impacts the author's ability to reach the ~~the~~ correct audience and ~~pers~~ persuade them to purchase ~~a~~ the watch.

Secondly, advertisements frequently use a variation of stylistic and linguistic persuasive techniques, using registers and tone to build a relationship with the reader. The text "A BAD WATCH CAN KILL A GOOD DAY" uses the juxtaposition between bad and good, as well as the strong connotations of "kill" to ~~to~~ introduce the reader to the negative prospect of owning a bad watch. The contrast that this high modal statement has ~~but~~ with the relaxed register of the text below also subsequently works to develop a relationship with the reader, such that they may feel a comfortable and



pleasant relationship with the brand, hence fulfilling the secondary purpose. A frequent use of contractions like "he'd" and "didn't" aids the relaxed register previously mentioned. Additionally, the use of inclusive language ~~helps~~ allows the author to directly communicate with the reader, which can have various beneficial effects. Consider for example, "If your watch didn't lie" is highly persuasive as the ~~read~~ idea is imposed directly upon the reader through the mentioned use of direct, inclusive language. Similarly, the statement "But unfortunately, you don't have an Accutron watch" is a call to action that persuades the reader to purchase the watch. This works in conjunction with the hypothetical scenario of missing the train that was described. Furthermore, the Accutron



04AX03

advertisement makes a clear distinction between the good and the bad, which is similarly portrayed through contradicting a "lie" with the "truth." These polarized ideas help build a closer relationship between the brand and the reader, ~~as~~ as truth is synonymous with trust, and hence, credibility through ethics.

Trust is further developed through a personification of the brands' brands' watcher with the phrase "faithful turing folk," through which the organization attempts to persuade the audience of an inherent need, or requirement to own one of their brands. By utilising the aforementioned scenario as a tool, the author may subsequently build ~~ethos~~ a relationship with the reader through ethos, which has ~~ethical~~ ~~an~~ important meaning.





4 PAGES / PÁGINAS

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within the context of this advertisement.

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Finally, the visual stylistic structural elements of printed advertisements are of paramount importance in persuading the reader to purchase a product. The main image, which accompanies the scene analysed prior, was a washed out colour palette, symbolising despair as the salient individual stones down a train he has missed. Through a careful consideration of the context provided underneath, the reader comes to ~~not~~ realize that they, themselves are the person who has just missed his train.

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04AX01



This idea, which ensures that the reader feels part of the scene, is helped by the level camera angle that places the reader on the train platform. Additionally, the bleak sky, combined with the bare trees above the tracks symbolise a lost hope despair, an emotion that may far greatly impact the author's ability to persuade the reader to purchase the watch. As the reader continues viewing the advertisement, their eyes are drawn to the contrasted bright blue background, which is carefully shaded white with a lighter color in the middle to emphasize the important product name and the image of the two watches. In this case, the bolded capitalization of "BULVA ACCUTRON" further enhances the appeal for the



product, and the ~~©~~ "R" symbol ~~the~~ is an example of ethos used to convey an official feeling: one that the reader may trust. As the reader is drawn towards the gold watches on the bottom right hand side, the persuasive appeal is emphasized through a steep contrast with the bleak, washed out colours above, and the golden colours work in tandem with the "10k" and "14k" gold descriptions to symbolise wealth and luxury; commodities that are likely sought by the 1970s business man. Finally, an acute attention to detail in the watch's structural placement of the watches mean that they appear to be looking up towards the reader, which works alongside the aforementioned "Soothsai" personification ~~to~~ on to



binder the reader with the responsibility of purchasing the watch a watch. Therefore, structure and style may often work together with the rest of the text to enhance the persuasive potential of a text, hence better fulfilling the primary purpose.

In conclusion, the careful consideration of logical time and chronology, as well as with the text's tone and register work to a great extent as to not only persuade persuade the reader to purchase the commodity being sold, but also to feel a deeper, intrinsic connection with the brand. In addition to this, the stylistic and structural aspects of many texts advertisements like this one may ~~may~~ place a greater often holds or conveys additional persuasive meaning to the reader, helping to fulfill both the primary and secondary purposes.

