



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 8 November 2021 (afternoon)

Lundi 8 novembre 2021 (après-midi)

Lunes 8 de noviembre de 2021 (tarde)

2 h 15 m

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- Write a guided analysis of text 1.
- Write a guided analysis of text 2.
- Use the guiding question or propose an alternative technical or formal aspect of the text to focus your analysis.
- The maximum mark for this examination paper is **[40 marks]**.

Instructions destinées aux candidats

- N'ouvrez pas cette épreuve avant d'y être autorisé(e).
- Rédigez une analyse dirigée du texte 1.
- Rédigez une analyse dirigée du texte 2.
- Utilisez la question d'orientation ou proposez une autre manière d'aborder le texte en choisissant un aspect technique ou formel sur lequel concentrer votre analyse.
- Le nombre maximum de points pour cette épreuve d'examen est de **[40 points]**.

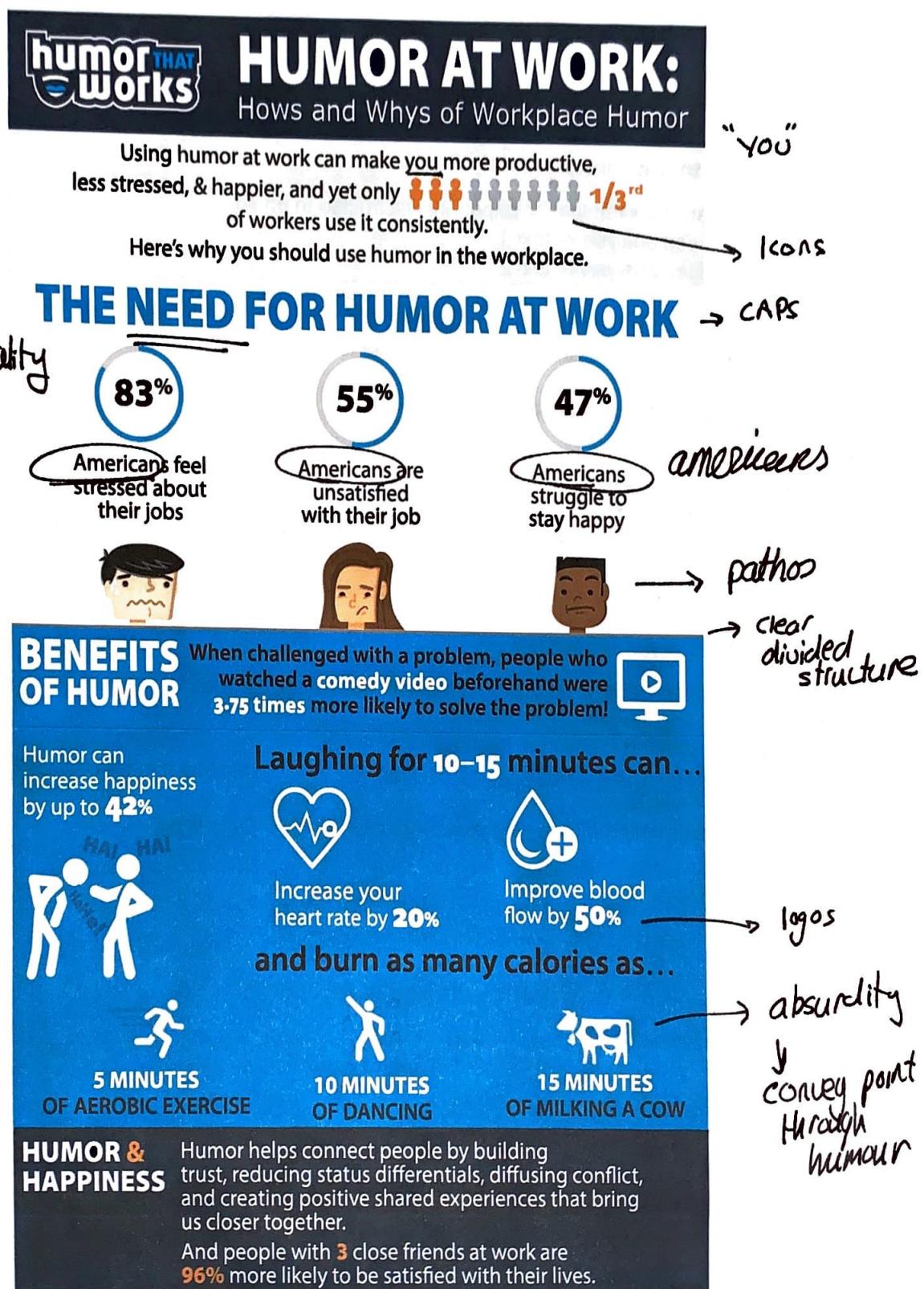
Instrucciones para los alumnos

- No abra esta prueba hasta que se lo autoricen.
- Escriba un análisis guiado del texto 1.
- Escriba un análisis guiado del texto 2.
- Utilice la pregunta de orientación o proponga otro aspecto técnico o formal del texto en el que centrar su análisis.
- La puntuación máxima para esta prueba de examen es **[40 puntos]**.

Write a guided analysis of the following text.

1.

The following infographic is from the website of Humor That Works, a company that provides training and resources on how to achieve success and happiness in the workplace.



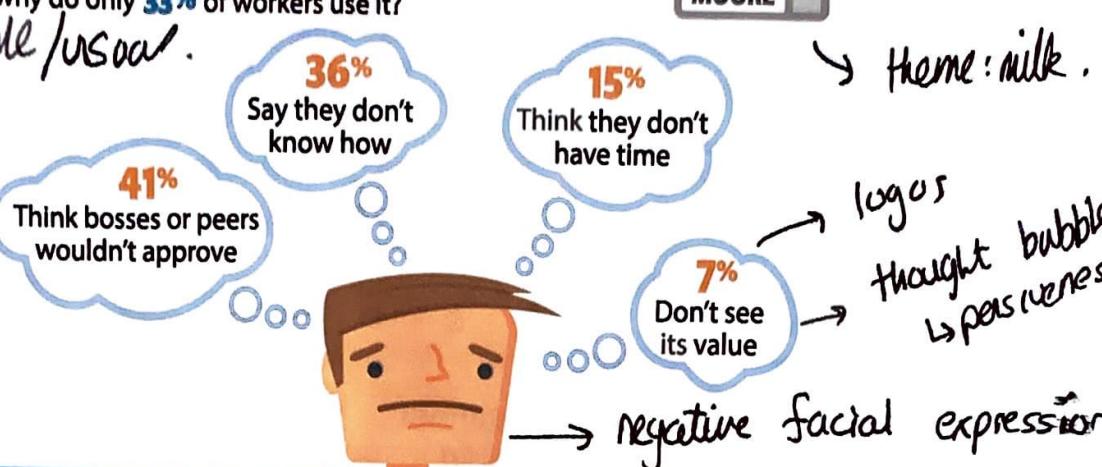
authors use * a variety of linguistic and stylistic features of infographics⁻³ to convey information⁸⁸²¹⁻²⁰¹⁰ and help encourage change.

WHY HUMOR AT WORK IS MISSING

With so many benefits to using humor, why do only 33% of workers use it?

① Structural / style / visual.

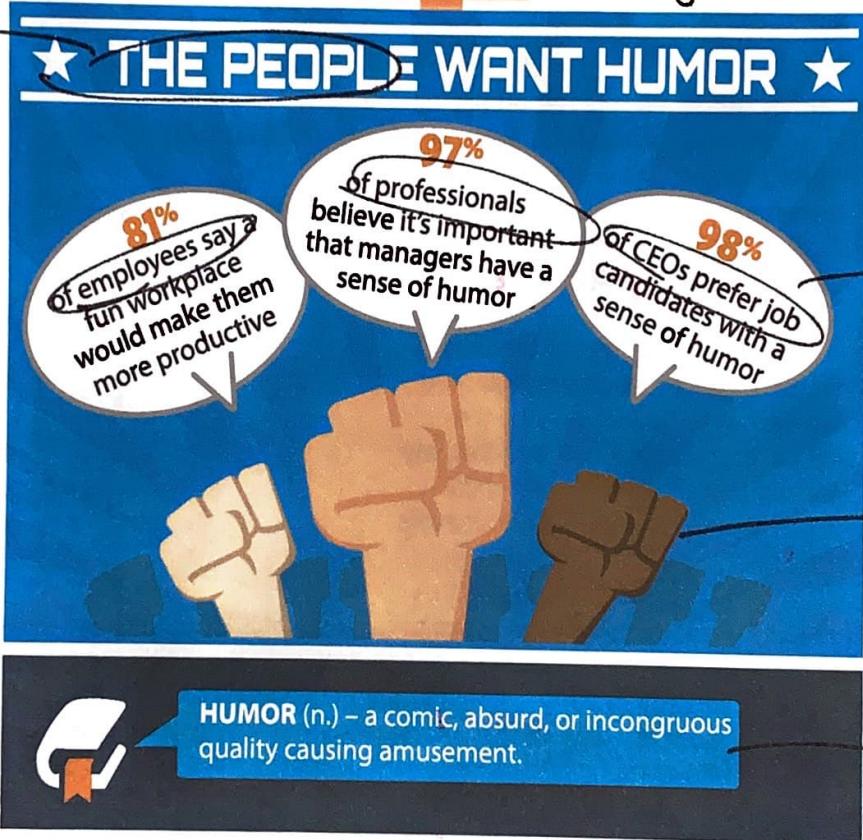
- ↳ icons
- ↳ colours
- ↳ white space
- ↳ logos



Bringing people together.

② Language: persuade

- inclusive "you"
- humanistic colour.
- logos



③ Visual and linguistic connotations...

- humor
- ethos.

→ relaxed language yet high modality.

* missing-person milk carton: since the early 1980s, advertisements on milk cartons in the United States have been commonly used to publicize cases of missing people

- Discuss how different features are used in this infographic to achieve the author's purpose.

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4 PAGES / PÁGINAS → from N21 paper HL

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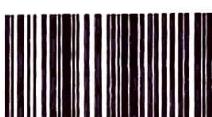
JAMIE SULLIVAN

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

Example Ejemplo 3

Authors use a variety of linguistic and stylistic features of infographics to convey information and help encourage change. The infographic, "HUMOUR AT WORK" was published on the organisation, Humour that Works website, which is a company that provides training information to employees in the workplace, hence making them a clear primary audience. In addition, the infographic, which is geared towards informing the benefits of humor in the workplace, could also be both implicitly and explicitly geared towards a secondary audience, ~~emphatic~~



employees in the ~~work~~ workplace. As is common ~~as~~ with the text type, the author is attempting to use the medium to convey factual information about the topic at hand. On top of that, the author is also attempting to persuade, by encouraging both the primary and secondary audience to accept humor within the ~~exhibit~~ workplace. The author achieves both these purposes through the use of a clear and well defined structure, using language to persuade, as well as relying upon deeper visual and linguistic connotations to build up a relationship between the ~~an~~ author and the readers.



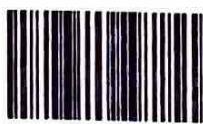
Firstly, in infographics, structure

Firstly, in infographics, the structural layout of visual elements such as icons, as well as the use of negative space, works in tandem with the text textual features to effectively convey information to the reader. On the first page of the infographic, the reader is quickly introduced to the blue colour scheme, as well as the author's brand with their logo, "HUMOUR THAT WORKS", in all capitals. In fact, the use of capital letters is prominent throughout many aspects of the text, mainly within the subheadings, or to define clear structural reading paths, ~~the~~ drawing splitting up the many complex features of the text. Similarly, the information is



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clearly divided into sections using a variety of shades of the colour blue, likely to encourage familiarity, whilst ensuring information is clearly ~~too~~ laid out. This aspect is particularly important within the context of the primary audience, which dictates that ~~only~~ busy and pre-occupied employers will be ~~desire~~ attempting to extract information from the text in as little time possible. Furthermore, despite the densely packed statistics and text, ~~negative~~ negative, or white, space is used to further separate information into sizeable chunks, enhancing readability whilst preventing a distraction from the information being conveyed. ~~An~~ ~~to~~ In addition to these structural elements, icons also play an important role.



4 PAGES / PÁGINAS

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in conveying information, as they visually represent the topic at hand. An example is the icons used to represent percentages like "83%", "55%" and "47%" which ~~are~~ clearly represent ^{an} often overwhelming use of statistics. As was mentioned previously, therefore, exist to at times to give more visual meaning meaning to statistics which otherwise would be meaningless. Here, ~~there~~ a clearly defined structure, as well as a clever use of visual features like icons are undoubtedly critical components of infographics, helping them achieve

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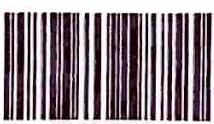
04AX01

the primary purpose effectively.

As well as the key structural elements, the author also achieves their secondary purpose by using language to build a relationship with the reader through ethos and logos. Firstly, the use of the accusative at the top of the infographic makes the reader consider the author's persuasive persuasion throughout the text, as they are called to action. The author writes "using humor at work can help make you more productive . . . ; yet only $\frac{1}{3}$ rd of workers use it consistently." This is important as the author outlines the key problem that he is presenting, which makes the text differ from purely informative, clearly

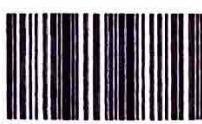


aiding the secondary purpose. It also shows that the text is geared towards both workers and employers, as \Rightarrow employers must ensure they create a safe work environment, while ensuring employees also understand it is their own responsibility to incorporate hygiene within their own jobs. In contrast to the high modal punctuation, the remainder of the text relies upon lower modality and colloquialism, such as with the contraction, "Here's," as well as the line "were 3.75 times more likely to solve the problem!" Not only does this develop a credible authorial voice, but it also falls in line \Rightarrow with the primary and secondary purpose of the text, to create a more laid back office environment. Hence, \Rightarrow this linguistic



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feature which is perpetuated throughout the text is important to build ethos in the author's voice, hence also the message conveyed. Finally, as with many infographics, the author incorporates logic and statistics into the text, likely to rely on logos as to further each enhance authorial voice credibility. This is done well through the use of percentages which are seamlessly placed within the text, like "41% think bosses or peers wouldn't approve." This, as well, as well as a variety of other examples show that the infographic is well researched, and enhances the pro-persuasive aspect of the text as the reader will likely feel more inclined to participate in the message being conveyed.





4 PAGES / PÁGINAS

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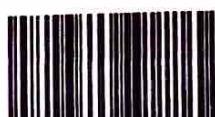
Language, therefore, when combined with powerful ideas like ethos and logos, plays an incredibly important role in ~~in~~ both purposes.

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Lastly, the author brings deeper messages of humor and irony throughout his text to trigger deep and thoughtful responses from the readers regarding the matter at hand. ~~to get~~

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Lastly, the common connotations such as those from using a diverse range of skin coloured colours whenever human icons are used would likely point the reservation behind the



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Poster seen on ethical one, something of paramount importance in the modern world.

The text also seems focused on ~~etc~~ conveying opinions and thoughts of a wide variety of people, perhaps attempting to break bureaucratic and unproductive barriers between employers and employees. This is done through using ~~int~~ the aforementioned human icons to draw emotion from the reader through pathos, encouraging them to be positive about the true benefits of the authors message of humor, happiness and unity within the workplace.

The message is further developed through strong language like "THE PEOPLE WANT HUMOUR," where the author relies on the collective power of a group of



united individuals in order to persuade the reader, again, of the secondary purpose.

On top of this, a common repeated motif throughout the text is the idea of something missing within the workplace, in this case, humor. # Humorously, a missing person milk carton is used with the name "Hugh Moore," which phonetically spells the word "humor." Not only does this ~~literally~~ convey the unfortunate literal fact that humor is "missing," but embodies the general idea of humor it's self. This would likely appeal to pathos, making the text more fun and engaging to read which, in turn, enhances both the informational and persuasive aspects of the text. Lastly, the author engages



directly with the reader with the rhetorical question, "why do only 33% of workers use it?." Like with many other aspects of the text, this would promote insightful thought, adding to the author's secondary purpose. Here, the author's humorous message, perpetuated through ideas of unity, is important in achieving both the primary and secondary purposes.

To conclude, authors may commonly rely on an amalgamation of stylistic, structural and linguistic elements of texts in order to effectively convey information, as well as persuading the reader. The author from "Humour That Works" embodies this through the clever use of structure and style, which works in tandem with language to convey thoughtful insights into the message being conveyed.

