

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

Wednesday 2 November 2016 (morning)
 Mercredi 2 novembre 2016 (matin)
 Miércoles 2 de noviembre de 2016 (mañana)

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]**.



The Chevy Volt, with its bold styling and revolutionary E-Flex propulsion system, was an immediate star when it was unveiled at the 2007 North American International Auto Show. Capitalizing on many technologies and innovations developed in the earlier EV1 electric car, it represented the most radical departure from the internal combustion engine in more than a century. Uses common 110-volt outlet.

 **AN AMERICAN
REVOLUTION**

Advertisement for Chevrolet Volt (2007)



4 PAGES / PÁGINAS

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Example
Ejemplo

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Example
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Planning:

1. Advertisements → structured and styled to create an incentive to purchase

→ Car is on a focus point

→ Car extends out of the page → extra diegetic

→ background is dark & mysterious: making car stand out + symbol.

2. Particularly visual advertisements must rely on symbolism (text + visual)

→ lightning

→ alliteration Antithesis + word → esp. green.

→ hands: collective responsibility to buy Chevy.

3. A textual description of the car attempts to paint an objective picture.

C: 2007 Chevy adv.

P₁: sell the car

A₁: american car-owners

P₂: do so from the perspective

A₂: general global audience

of a green company.





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Example
Ejemplo 27

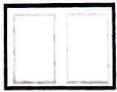
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Example
Ejemplo 3

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Companies use advertisements to not only sell products, but also develop their brand through a combination of style, structure and language. The 2007 Chevrolet advertisement covers the recently released Chevy Volt automobile. The car boasts an all-electric drive-train at a time, 2007, when electric vehicles (EVs) are revolutionising the ~~auto~~ industry. As an American car manufacturer, the advertisement is aimed towards a predominantly ~~the~~ American audience, as they attempt to capitalise from the rising popularity of EVs due to ~~companies like~~ ~~being~~ the rising domestic automobile industry and an urgency to solve



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climate change-related problems. Thus, a primary purpose of selling the new Chevy Volt is clearly seen, however a growing need to brand the company as a socially responsible organization is a prominent secondary purpose. It should also be noted that both the aforementioned purposes also apply to the secondary audience, the the wider global population who are also seeking to purchase electric & EVs. The author achieves these purposes through the clever structural placement of visual features and text. Furthermore, the common symbolic ideas present in the advertisement are important for appealing to the modern audience, and the use of description throughout the textual component of the advertisement gives context and uses ethos to persuade the reader.

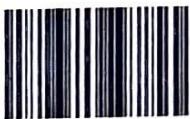


Firstly, advertisements are commonly structured and styled in such a way that the reader feels an incentive to purchase a good or service. In the 2007 Chevy Volt advertisement, focal focus points on the rule of thirds are clearly used as the logo, world out of globe and Chevy Volt are each placed on one. This makes the text both easier to read and more persuasive in its ability to fulfil the primary purpose. Furthermore, the text has a clean 3-dimensional depth to it, whereby the Volt appears to be sticking out of the text, as if it were driving towards the reader. The clever use of shadows on the white border of the text enhance this idea, and gives the text additional meaning, leading to a more persuaded potential customer. The Volt also is personified to the extent



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that the headlights, or "eyes" of the car, are viewing the reader directly ~~but~~ through extra-dark eye-liner, thus developing an emotional connection between the reader and the vehicle. This strategy is commonly used with car companies as many car customers want to feel an emotional connection to their cars. In addition, the background of the text is styled using black, commonly perceived as being mysterious or unknown. The careful placement of the lightning bolt ~~at~~ on the top-right hand focal point further adds to the dramatic scene caused by the background, and conveys a sense of the unknown. This intelligent stylistic choice, therefore, will appeal to the potential customer who are looking to venture into the unknown and try something radically different to normality. Finally, the Chevrolet logo is



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Example
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Ejemplo

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also placed ~~as~~ next to the lightning bolt, ensuring that
it remains ^{→ embedded,} ~~imprint~~ in the mind of the reader. This The
importance of this is crucial for car makers, as
they want the reader to feel ~~as~~ a sense of longing
 for the product each time they see the vehicle's
distinct design of the bolt or the Chevrolet logo on
the streets, hence feeding into the primary purpose. From
these reasons, it is clear that the author of this
Chevy Volt advertisement has carefully selected and
structured the visual elements of the text to ~~to~~ persuade
the reader to purchase the product.



Secondly, strong symbolic ideas are frequently included in advertisements to evoke a sense of purpose from the reader, and brand the organization in a positive way. In the Chevy advertisement, a clear focus on the secondary purpose can be observed through ideas of unity. The globe conveys a collective responsibility to care for the world and the climate - related problems are those currently being faced. The hands which are holding up the globe further develop this accountability, but also ~~can~~ create a ~~can~~ unified community. Importantly, both the accountability and ideas of unity lead to implicit persuasion to purchase the vehicle. In this sense, Chevrolet would clearly further brand themselves as an organization that prioritizes social responsibility over sales revenue, and while this would never be the case in reality, it



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is testament to the advertisement's power to achieve both purposes at once. In addition, the use of the slogan "CHARGE THE BATTERY. CHANGE THE WORLD" creates a way through which the company and productivity can be perceived. The imperative words, "CHARGE" and "CHANGE" are important in being felt pervasive. Furthermore, the antithesis created in both separate phrases makes the tagline more memorable, and emphasizes the idea that the reader can change the world by purchasing a Chevy Volt. This alludes to a commonly accepted idea that if everybody contributed slightly, a great amount would be achieved. In this sense, the antithesis could be an after allusion to Neil Armstrong's famous words when he stepped foot on the moon. Further, the lightning bolt on the right hand side of the

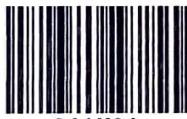


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page is symbolic for both electricity, but also the supernatural character of the car. Chevrolet is attempting to brand themselves as not only a car company, but a supernatural force of nature that will help solve the world's problems. It further symbolizes the idea that if everyone would merely change the battery through the visible chord next-to the car, this would be create an unstoppable force like, metaphorically speaking, a lightning bolt. This further enhances the aforementioned slogan and builds onto the brand that Chevrolet is attempting to develop, as well as implicitly sell the car. Symbolic ideas, therefore, are critical in branding an organization and selling products.

and tone

Finally, the language used in advertisements must convey context and persuasion through building ethos which is perceived by the reader. The text,





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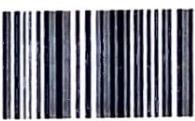
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"AN AMERICAN REVOLUTION" calls directly upon the primary audience of the text to be part of something new. Chevrolet would uses their logo as well as large bolded letters, particularly on the last word "REVOLUTION" to make light of the fact that they are redefining the American auto-manufacturing industry. Particularly in the wake of the silicone Valley "dot-com" boom, and in the lead up to the GFC, America ~~would be~~ very accepting of innovations such as these which were ~~were~~ very rare at the time. In this way, the simple aforementioned phrase uses high modal language to carry ideas of nationalism.



and pride for supporting the American automobile industry, likely in an attempt to dissuade dissuade the reader from purchasing from external countries like Germany and Japan. ^{Moreover, in} The car's description, the author describes it "with bold styling," using visual imagery to emphasise the car's design. This works in tandem with the visual element of the car as well, which further emphasises what would be regarded as bold styling. The author further goes to write, "revolutionary E-Flex propulsion system." Not only does this again, appeal to the American manufacturing reputation, but also conveys a sense of ethos and credibility, on this way, the potential customer can be assured of the research and development that likely constitutes the steep price of the new EV. The text develops these ideas through the strong similar



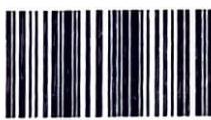
strong connotations of words like "technologies", "innovations" and a "radical departure from the internal combustion engine [ICE]."
The emphasis on the idea of change, particularly of that from the ICE to an all-electric drive change is managed well by Chevy.
They are acknowledging that it is a large change, but are attempting to paint light on it through descriptive language with various positive connotations spread throughout. Hence, the reader perceives these radical changes as worthwhile paying for, rather than merely a gimmick, which is what the EV was industry was with American companies like Tesla and Chevrolet began rebranding the idea as new, fun and exciting. Furthermore, the text is written using an impartial third person tone and ~~singular~~, making the reader feel as if they are reading



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an impartial third party can review. This further develops the aforementioned trust and credibility that is developed through the heavy use of ethos in the author's writing style. Therefore, it is evident that the ^{the} authorial voice that is conveyed alongside the description of the advertisement's context is of paramount importance in achieving both the primary and secondary purposes.

In conclusion, the clever structure, symbolism of visual and textual elements, as well as the careful use of tone and description work in tandem to create an advertisement that both brands Chevrolet in a positive light, and sells the new Chevy Volt. By appealing to the reader's altruistic sense of social responsibility, as well as their sense of American nationalism, Chevday is able to foster





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effectively develop both these purposes. Therefore, it can be said that Chevrolet effectively sells their products and at the same time develops their brand through the careful combination of style, structure and language within their text.



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