**Written task 1**

This task is written as an opinion piece in the style of the English author Will Self; it consists of an analysis of a McDonald’s advertisement. The task corresponds to part 2 of the syllabus, language and mass communication.

### Assessment

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| --- | --- | --- | --- | --- | --- |
| **Criterion** | **A** | **B** | **C** | **D** | **Total** |
| **Marks available** | 2 | 8 | 5 | 5 | 20 |
| **Marks awarded** | 2 | 8 | 5 | 5 | 20 |

#### Criterion A

The rationale clearly explains the link to the course, the aspects to be explored and the nature of the task. It also identifies the audience, purpose and context. Stimulus material is provided.

#### Criterion B

The task shows an excellent understanding of the topic and the content is consistently appropriate. It not only shows an excellent understanding of the conventions of the text type, but is also a very effective pastiche of Will Self’s style.

#### Criterion C

The task is coherent and very effectively organized.

#### Criterion D

Language is very clear and effective, confident in style and effective in register.