

Writing: Form, Presentational and Language Features Mark Scheme		
Q1	Any 1 from: <ul style="list-style-type: none"> • Formatted • Contained • Packaged 	[1] Allow any suitable alternatives
Q2	Any 3 from: <ul style="list-style-type: none"> • Report • Article • Cover letter • Email • Letter • Text message • Leaflet • Note 	[3] Allow any suitable alternatives
Q3	Any 2 from: <ul style="list-style-type: none"> • Recipient address • Sender address • Greeting • Sign-off • Date 	[2] Allow any suitable alternatives
Q4	When the writer repeats the same sound in quick succession at the beginning of a word, across more than one word	[1]
Q5	Any 2 from: <ul style="list-style-type: none"> • Heading • Subheading • Bullet point • Numbered bullet point • Italics/bold • Images/photos/graphics 	[2] Allow any suitable alternatives
Q6	False	[1]
Q7	Any 2 from: <ul style="list-style-type: none"> • Subheading • Heading • Title • Graphics/images • Captions 	[2] Allow any suitable alternatives

Turn over ►

Q8	Any 1 from: <ul style="list-style-type: none"> • To create a vivid picture in the reader's mind • To activate the imagination of the reader 	[1] Allow any suitable alternatives
Q9	Any 1 from: <ul style="list-style-type: none"> • To make the text more engaging • To make the text more effective 	[1] Allow any suitable alternatives
Q10	Any 1 from: <ul style="list-style-type: none"> • Metaphor • Imagery 	[1]