

Writing: Why are you writing? Mark Scheme		
Q1	Circled (a) To persuade	[1]
Q2	Any 2 from: <ul style="list-style-type: none"> • Humour • Rhetorical questions • Photos/colours/graphics • Descriptive imagery • Metaphors • Similes • Facts and figures • Formal language • Informal language • Direct speech/dialogue 	[2] Allow any suitable alternatives
Q3	Any 1 from: <ul style="list-style-type: none"> • MP • Your local MP 	[1]
Q4	Circled (a) Formal language and (c) Facts and figures	[2]
Q5	Any 2 from: <ul style="list-style-type: none"> • Humour • Photos • Graphics • Colour • Rhetorical questions • Imagery 	[2] Allow any suitable alternatives
Q6	Circled (b) To persuade	[1]
Q7	Circled (a) The purpose and (c) The audience	[2]
Q8	Readers of the newspaper	[1]