

Candidate 1

4.)	<p>The writer's purpose is to portray the opportunities that China brings to everyone, as well as to encourage students with poor grades that they can succeed. :</p> <p>The writer uses Ma Yun as an example of someone who was not successful in study but was nonetheless able to succeed. In line 2, the writer mentions how Ma Yun's g Maths was not good, and that he failed the Gaokao 3 times. This is contrasted in lines 26-28 where the writer mentions the success of Ma Yun, in that his company has over half a billion clients and employs over 50,000 staff. This demonstrate's that the writer's purpose may be to encourage those with little academic ability, that they can succeed in life anyway -</p> <p>Another purpose the writer may have</p>	
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could be to describe the business opportunity China brings, and relate this to online business. They mention in line 32 that the number of internet users in China is larger than Europe's population. In line 33 they state that China is the world's largest shopping market. This shows that another purpose could be to show the opportunity that online business in China brings.

The author may also be writing to show how to be a good team leader. They use Ma Yun's speech to display this in lines 24-25, where Ma Yun says that "for a team leader, you should never complain, we must be optimistic, and we should have people who follow you and believe in you." By including this speech, it suggests a part of the writer's purpose is to use an example of a successful leader in Ma Yun to

demonstrate how to be an effective leader. Using strong language such as "必须" (bixu - must) displays this effectively.

Candidate 2

4.	<p>The writer's overall purpose for writing this is to encourage young people to learn languages and not be afraid to go after take a risk to succeed.</p> <ul style="list-style-type: none"> • This is the writer's tone is quite formal, which helps to strengthen his own opinions • The writer uses readings such as 'Ma 	
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	<p>Yun's success, and then this allows his writing to introduce the parallels between Ma Yun's experience and how young people should learn from this.</p> <p>The writer ^{who has success} he uses a famous business person, which obviously is more helps convey the appealing to people.</p> <ul style="list-style-type: none"> • The writer he uses statistics to convey just how successful Ma Yun was after he took a risk. • The writer lists ways in which Ma Yun he encourages the lists ways in which young people to learn Chinese by listing ways in it can improve understanding of other cultures. • The writer also lists in his the conclusion, the advice that Ma Yun gives which is to keep learning and discovering. • The writer also uses the example that when the Chinese spoke many languages they were at their most successful. <p>The writer could have expressed their opinion</p>	
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Candidate 3

4)	The writer's overall purpose is is to tell Ma Yun's success story and to encourage young people to start their own business.	
	The writer uses subheadings to separate each section. For example: "“穷小子”马云" lets the reader know that 马云 was poor. It also indicates that it will be talking about how he started off. The following subheading is 马云的成功. This indicates that the reader will be reading his success story.	
	The writer has also quoted a couple of quotes from Ma Yun where he gives motivation and advice: "如果我们都可以成功... 都可以成功!" This motivates young people as it is directly aimed at young people, because of the 百分之八十的年轻人 都可以成功。 When he gives advice to business people, it can also be	

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	used for anyone: "我们必须乐观"
	This advice tells people to have an optimistic view.
	He also suggests that young people should learn Chinese because there are many business opportunities. "请你们... 并向他们学习。" He also gives advice for young people in the process, motivating the reader even more. "马云鼓励更多的年轻人学习中文。"
	The reader is motivated by Ma Yun's success story especially when the writer compares his past to his present. "十八年后, 马云的公司... 的工作机会。" The readers read this and have read how he started out with nothing to have having one of the most famous companies

feel inspired however they know that it took him 18 years, which makes them slightly discouraged.

The writer emphasises how poor he was by repeating but rephrasing: “他 ~~很~~ 非常穷, 什么都没有。” This emphasis makes the audience more aware of how poor he was due to the rephrasing and exaggeration.

Candidate 4

4)	The writer's overall purpose is to refer to the businessman Ma Yun's ^{life experiences} and highlight his advice he has offers from his life experience. The writer first explains his difficulty in learning. "马云高	
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	考落木桥三次。The writer was this to highlight the success of his later life and that it was somehow surprising, and as evidence to show Yun's advice that there are other ways to succeed.	
	The writer also we uses statistics to show the extremity of Yun's success to the reader. "马云的公司还为中国创造了超过三千万的工作机会。" This gives the article factual back up to further show success of Yun.	
	Overall it is clear that the writer has successfully shown Yun's life, and success and the reasons for it.	