

Candidate 1 evidence

Languages: Interdisciplinary Project

Proposal

Candidate name	
SCN	
Centre name	
Assessor name	
Project title	A study and comparison into the marketing of the dangers of smoking in both Spain and in Scotland.
<p>Project outline <i>(Give a summary of what you propose to do and how will you go about it.)</i></p> <p>The aim of this project is to investigate the marketing of the dangers of smoking and if it is the same in Scotland and Spain, if one country makes the consumers of cigarettes aware of the dangers more than the other and if the public is aware of these risks. This research will examine the extent to which people are aware of the dangers of smoking in both countries and the marketing techniques used to raise awareness of the health concerns.</p> <p>This proposal sets out the following objectives:</p> <ol style="list-style-type: none"> 1. Firstly, I will conduct research using the internet in my own time to look at ways in which the dangers of smoking are advertised in Scotland. I will examine smoking rates in both countries and look at deciding factors such as gender, age etc to form a deeper understanding of the popularity of smoking. I will also research public knowledge of these risks using statistics. I will do the same but for Spain's population. 2. After this, I will create online surveys for others to answer honestly with questions about their knowledge of the dangers of smoking and in which way they see it advertised the most frequently. I will ask teachers, family and friends to complete the survey for Scotland and also create a separate survey with the same questions but for Spanish respondents. I have some contacts in Spain who can complete the survey and will reach out to other people to complete it as well to be able to make a meaningful comparison. I will try to ensure the same amount of people take this survey in each country to make it a fair comparison. 3. In addition, I aim to plan a trip to Barcelona to be able to ask questions face to face to the Spanish public and take note of how they describe the marketing of smoking dangers. I can conduct similar research in Glasgow also. 4. I will organise and collate my results, drawing appropriate conclusions and make comparisons fairly between the two countries. I will ask questions during my presentation and use the research gathered for it to also influence my comparison. 	

5. Finally, I will use Microsoft PowerPoint to clearly present my findings to my chosen audience and assessor. I will present my survey, interview and other question results along with secondary research found online. I will ask questions at the end of my PowerPoint to the audience to better help their understanding of my project.

Reasons for choosing this project

(For example: personal interest, future plans, relevance to society, links to other subjects you are studying/have studied.)

I have a strong interest in studying foreign languages and cultures as I have been on holidays to Spain and France many times and I enjoy learning about these things in my spare time but also in school. I am currently studying Advanced Higher French and Spanish and have taken on the role of Languages Ambassador to be able to help with running the Languages club in the school for the S1's.

A core memory for me was being taught French by my grandmother when I was a young child and learning random vocab. This sparked my interest in learning languages as I was watching her on holiday being able to speak in the restaurants and realised I wanted to do the same thing. I later started to learn Spanish when I moved from England back home to Scotland and it really helped me settle in as it was something to do in my spare time but also in my new school.

I also have future plans to live in Spain when I am older for at least a year, and I am interested in broadening my knowledge and understanding of the culture and the country and distinguishing it from the culture in Scotland. Since smoking is a stereotype particularly of Spaniards, I thought this was the best suited project as it will help me to better understand this part of Spanish culture.

Finally, I believe that moving forward and undertaking this project will assist me in further developing my knowledge of the Spanish language and extend my vocab. This is due to the communication with native Spanish speakers in real life or even over text in a real scenario rather than just in an academic setting. It will encourage more natural conversations between two people as if it were in English (my first language) and also covers some of the more mature themes that I will study in university.

The broad contexts this project will cover

(Explain the ways in which the theme of your project is relevant to one or more of the broad contexts of citizenship, economic development, employability, enterprise, and sustainable development.)

Citizenship - This project will help me to relate to citizens of Spain. I will investigate the effects of smoking and see if the citizens are aware of the dangers as much as we are in Scotland or if it is less talked about over in Spain. It could also highlight the possibility that the citizens of Spain are just as aware of the dangers as citizens of Scotland, but don't take any action against it. Finally, it could help to make links between Spanish culture and Scottish culture

have in common and how the citizens play into this. It will help me to have an in depth understanding of both countries and their cultures.

Sustainable Development – My project could be to other learners of Spanish, particularly at higher/AH level as it explores the theme of health in a more intricate way. It may also serve to highlight some of the lesser known consequences of smoking to my peers which in itself is very valuable.

Learning environments I will access

Modern Languages Department – As I am currently studying two Advanced Higher languages this year I spend the majority of my time in school in the Modern Languages department. Therefore I can ask for assistance from the teachers in this department and also I have access to any resources used for Spanish and from former pupils to help me stay on track. I can also ask the teachers to respond to my surveys as they have experience both in Scotland and in Spain.

Home – Learning, collecting data and researching is a large part of overall working and I will be able to do all this on my PC and laptop at home, using my own resources. I can also contact my family and other contacts who are living in Spain through email or texting them from home.

Spain Trip – If the AH class is able to go forward with a trip to Barcelona, I will be able to speak to locals and other native Spanish speakers about the topic which helps me get a taste of the real life experiences of these people. As I already mentioned, it will also help with making my conversations more realistic and flow more smoothly whilst improving my knowledge of the language and phrases that natives would use.

Library – I will be able to use the computers and books in the school library to help with this project. I have access to numerous resources in there like books which help as they have been printed and looked over by professionals, I can confirm that my sources are true. I can also use the computers in the library as it is a quiet environment and I am able to access resources that the school provides for us like Microsoft word, PowerPoint and also language related resources such as Scholar. I can also use these computers to create a form/survey to send out.

How I will use my knowledge of languages

I will use my knowledge of Spanish through talking to my relatives, Spanish native speakers and others I know who are able to speak Spanish. If the trip goes forward, I will be able to use my knowledge of languages not just by speaking to locals about the dangers of smoking advertisement, but also in shops, restaurants or just in general talking with people I meet. It

will greatly improve my listening as well as my speaking as it is a chance to translate exactly what I am hearing on the spot and come up with a response straight away.

I will also use my knowledge of languages through creating my surveys and questionnaires. I will ask the exact same questions in both languages, which I will have to translate in exact words to ensure there are no mistakes. I will also have to translate the responses I receive as the people responding to the Spain survey are required to give their answers in Spanish. This will help to improve my skills in reading and writing as I will also have to comprehend this and ensure there are no mistakes made for a fair result.

The skills I will develop and/or improve in the course of this project are:

(Carry out a short analysis of your current strengths and weaknesses in each of the skills areas below and say how you think your project will allow you to develop and/or improve these skills:

- ◆ *application of subject knowledge and understanding*
- ◆ As I have been studying both French and Spanish since S3, I have a good understanding of both languages which are similar, certain words can be very similar to each other. I have experience in speaking both of these languages to other people and I am confident in my ability to have conversations. Talking to Spanish locals will definitely help me improve this as it is with people who have learnt Spanish in the actual country and not just as a hobby or academic subject.
- ◆ I may struggle to come up with direct responses to some locals if I am asked something by them that is unexpected. I have limited experience of speaking to native speakers so this will allow me to further develop my language competence. I must show a level of resilience to persevere if I do not automatically understand
- ◆ *research skills — analysis and evaluation*
 - ◆ In this project I am required to look into the advertising of smoking in two different countries and look at similarities and differences simultaneously. I will need to research this using many different resources such as the internet and books and real life experiences from people I know/people who live in Spain. I currently have a good understanding of how to research online and using other people around me, but I will need to improve using books which this project will definitely help me with. My research skills will improve in this project due to the amount of material I have to go over and look for important things in each area. For example, using websites will become easier to me in my ability to distinguish which ones are trustworthy and which ones I can't put my full trust in. I will improve my ability to pinpoint exactly what information I need instead of just getting a broad amount of information to put in with my results by using books.
- ◆ *interpersonal skills — negotiation and collaboration*

- ◆ I have very good communication skills already through working with the public in my job and having to communicate to others constantly. I will use this to further develop my ability to talk to strangers in preparation for interviews in the future on the Barcelona trip. I will ask for assistance from my peers in my Spanish class who are able to have conversations with me as we are all at the same level of our understanding of Spanish language and it will be reassuring to be able to speak to someone who has the same subject knowledge as I do. I can also work with my Modern Languages teachers and my relatives in Spain who are all fluent in Spanish as they all also have an understanding of my level of Spanish and can assist me if needed.
- ◆ *planning: time, resource and information management*
- ◆ Through the planning and organisation of balancing out my 5 higher subjects last year and with my 4 subjects this year along with my job, I have a strong ability to manage my planning and organisation. In my spare time I enjoy to play The Sims which actually helps me with my files organisation on my computer as I have downloaded some add-ons to the game, which I need to keep organised in case there is a virus/problem with one of them. I could use improvement with my time management as I tend to take on many responsibilities that do not fit into my timetable. In this project this problem will improve. I have never worked as independently as this before so I will have to ensure I stick to my own deadlines.
- ◆ *independent learning — autonomy and challenge in own learning*
- ◆ As a student who had to experience COVID-19 in 2020. During my first year of high school, I had to teach myself all of my coursework from home without any help from teachers. Doing this by myself has given me a good ability to learn and complete my work on my own without any help or assistance from outsiders like teachers or parents. It helped to expand my understanding of how to do my research at home without having real life help whenever I wanted and I have learned to navigate the Internet in order to do my own research and learning. I am able to self-motivate and have the determination to succeed.
- ◆ *problem solving — critical thinking: logical and creative approaches*
- ◆ I am confident in my personal problem solving ability. Without a doubt there are going to be problems at one point or another in my project, however I am confident that with my experience of problem solving from all life scenarios like my job, Covid, general day to day life and my activities in my leadership class, I am able to overcome issues and have some quick thinking to help me carry out any solutions efficiently and effectively.
- ◆ *presentation skills*
 - ◆ As a linguist, I am confident in my ability to speak publicly and delivers a good presentation. In my French and Spanish classes, I have had the opportunity to read lines out loud from characters in Screenplays and Novels such as *Bodas de Sangre* and *Au Revoir Les Enfants*. This has improved my confidence in speaking in a different language in front of a group of people. I have had to use my presentation skills in many other classes too such as Higher English, when I gave a presentation on the importance of setting in the novel *The Great Gatsby* to the whole class. I am confident in my presentation skills as I used to have very bad social anxiety when I was younger and at 13 when COVID restrictions were being lifted, going back out into

public and speaking to others helped me to overcome my fear of public speaking and being socially anxious.

- ◆ *self-evaluation — recognition of own skills development and future areas for development)*
- ◆ I tend to not know where my own abilities lie when it comes to self-evaluation as I can either be overconfident or overly critical of myself. However, my languages teachers and peers often help me to know which level I am at and I know when I am doing things to the best of my abilities. They also help me to develop and expand my skills until I have reached the level I am at in my other abilities. As such, being responsible for my own self-evaluation will be challenging. However, I plan to keep a record of the challenges I face and my triumphs as I go through this process to help me with my final self-evaluation.

Assessor feedback to candidate

I think this is a very topical area of study and agree there is a pre-existing stereotype that Spaniards smoke more. I will be interested to discover if this is due to their perception of the dangers, their culture, their lifestyle or if in fact this stereotype is completely false! You have set out your key objectives in a clear way. Try to ensure you do not allow any preconceptions you have about this topic interfere with your research findings.

Proposal approved	√	Further work required	
Candidate signature		Date	22/10/24
Assessor signature		Date	22/10/24

Languages: Interdisciplinary Project

Plan

Candidate name	
SCN	
Centre name	
Assessor name	
Project title	A study and comparison into the marketing of the dangers of smoking in both Spain and in Scotland.
Is this a group project?	yes <input type="checkbox"/> no <input checked="" type="checkbox"/>
If a group project my individual role or responsibilities will be:	
<p>Timescales <i>(This should be a detailed timeline showing how you plan to time-manage your project. Any separate spreadsheets or charts should be included as evidence.)</i></p> <p>September</p> <ul style="list-style-type: none"> - Decide on which subject I am going to focus on for my SCOTBAC and research which sources to use when it comes to write up time. - Write a plan and proposal on the subject and have it submitted by the 29th of September. - Resitting National 5 Maths which will take up some study time as I find this challenging. <p>October</p> <ul style="list-style-type: none"> - Begin studying and researching some statistics and information about my chosen topics using study periods during the school time and in my spare time at home. - Starting to write drafts of personal statement for university so will have less time to write up some results. - Start preparing survey and questionnaire questions for those who will be asked about the project. - Translate these questions into Spanish and repeat for the survey that will be sent to Spanish speakers. <p>November</p> <ul style="list-style-type: none"> - Starting to study for prelims which may take up some time. - Decide which people that I will be sending out the form to be completed and ensure that they would understand the questions and able to answer accordingly. - Create both surveys using google forms and send them out to an equal amount of people on both sides to make a fair comparison. <p>December</p>	

- Prelims time so may need extra time to focus on studying. Prelims on 03/12/24, 05/12/24, 19/12/24.
- Study leave so will have a lot of time in between prelims to be able to write up results.
- Christmas break also gives me the opportunity to begin collecting the results and organising them into a spreadsheet or graph. Holidays from 20/12/24 - 06/01/25
- Redraft proposal and plan for SCOTBAC and reread.

January

- Hopefully the trip to Barcelona will take place around this time, TBC.
- Ski trip to Italy has the possibility of having the opportunity to speak to some locals who may have spent time in Spain and give the same questions to them. (05/01/25-12/01/25). However I am aware this may not be possible and I will be doing less SCOTBAC work during this week.
- This will be the month when my UCAS application is due (29/01/25) so therefore I will be spending a lot of my time perfecting this and sending it away to universities.

February

- Preparation for AH French and Spanish speaking which is my main focus at this time.
- Prepare and write up first and final drafts of AH Languages folios and send to teachers for correction.

March

- Give a clear presentation to any invited assessors and audience on the results of this project on 21/03/25.
- Complete self evaluation and project evaluation to write up SCOTBAC final for 21/03/25.
- AH Speaking will also be 20/03/25 and 21/03/25 which makes time a bit tight to squeeze all studying and write up into one week.

Planning

(How you are going to meet the agreed objectives of your project as stated in your outline.)

Objective 1 – Conducting research

1. I will be using the internet, people I know and books to conduct research on my project. I will begin by firstly finding different sources and doing checks on whether they are reliable or not. I aim to get research from at least 3 different sources to see if they have anything in common and then use the one which I find most reliable and effective. I will then move on to collect this research and format it in a neat and understandable manner.

Objective 2 – Create a questionnaire

2. I aim to create a Google Forms survey in which will contain questions about the advertising of smoking dangers in Scotland, such as "Where have you seen displays of the dangers of smoking?" with multiple choice answers e.g. Cigarette packets, Social media, Other etc. I will send this survey out to about 5-7 people who speak English and who live or have lived in Scotland. I will repeat this process but tailor the questions into being about Spain and also in the Spanish language, then send it out to the same amount of people as the other survey but to people who speak Spanish or have lived in Spain.

Objective 3 – Decide survey/interview recipients

3. Before sending out the survey, I will decide which people I have to send this out to. I have to pick carefully as I know enough people on both sides, however I must ensure

that they fit certain criteria; Unbiased against smoking, have an in-depth knowledge of the language of the survey, have lived in the country for at least a year and must answer all questions honestly. Once I have picked people who meet all these expectations I will ask them if they would like to complete a survey, if they choose to decline I will have backup options to ensure it is an even amount of people doing the surveys.

Objective 4 – Examine findings

4. After I have received all results from both surveys, I will double check them to ensure there have been no mistakes made by the responders or by myself. I will collect these findings and put them into a chart or spreadsheet using percentages, this will be used in my presentation also. After all my information and results are displayed in an appropriate way, I will then make a comparison between the Scotland results and the Spanish ones. I intend to write a small section on my presentation about the comparison between the two and let it be open for discussion between the audience for 1 minute and then ask if there are any queries they may have. This comparison in general will sum up the final answer to the project and will tell us if there are any differences in the advertising of smoking dangers in these two countries.

Objective 6 – Presentation

5. I will complete my presentation using Microsoft PowerPoint and then present it to the assessor and chosen audience. I will start it by looking into the project title and what it means and then explaining why I have chosen this and the significance of it. I will then show them which questions were asked in my surveys and explain the process of this and how the questions are relevant to the study. I will then present my findings in a neat spreadsheet or chart and explain the results out loud. At the end of this, I will include a brief conclusion of the results and make a comparison based on the results and ask the audience if there are any questions or comments about this.

Resources

(For example: people, materials, places.)

People

- Modern languages teachers are invited to complete my survey as they all have an understanding of Spain and Scotland and meet the criteria for the survey.
- A handful of my AH Spanish classmates have the opportunity to give input and opinions on this project as many have visited Spain before but all of them can definitely answer the Scotland survey.
- My relatives and contacts in Spain who are fluent in Spanish can complete my survey of both countries as they meet the criteria also.

Materials

- The Internet will most likely be my main resource for conducting research and creating a PowerPoint.
- The school computers provide me with free access to any Microsoft apps such as Word and PowerPoint.
- I can use any computers/phones that I personally own at home to write up the project in my spare time.

Places

- I can use the school library to access computers in my free periods in order to create a PowerPoint or write up.
- My home will be where I conduct a lot of research on my computer in my free time.
- Modern languages department is useful to me as they have many resources like dictionaries that I can use to improve my survey/project overall.
- Barcelona trip gives me the opportunity to speak to Spanish locals and natives who will have a better understanding of this topic.

Research methods

(For example: contacting companies, surveys, focus groups, experimentation.)

Primary Research:

- I will use my survey to collect information as this is the most effective way of research as it is up to date, personal and honest. I will ask questions such as gender, age and time spent in country to investigate whether these factors influence knowledge of dangers along with some questions about the dangers people are aware of. There will be a mix of open ended and multiple-choice questions in my survey.
- I will also use my street interviews as a primary research method as they are face to face and on the spot which gives a more realistic and informal touch. In the interviews my questions will be more open ended.

Secondary Research:

- I will be using the Internet and books as my form of secondary research method as they are reliable sources, but they also may not be up to date as they go out of date as soon as published.

Presentation

Who do I think will benefit from listening/reading/looking at my presentation of my project findings/product?

In general, everybody who may look at my presentation of this project can benefit from it. It raises awareness of the dangers of smoking alongside raising awareness of the number of people who are unaware of these dangers. It will mainly benefit those people who smoke. If the results show that the advertising of the dangers of smoking is low, I will also explain the dangers of smoking in my presentation just to make them aware and hopefully it will assist or prompt them in the right direction for getting help, whether it is addiction or a physical health problem.

I also believe that my project can benefit some AH and Higher Spanish classes as it is involved with the topic of health which could be very useful for discursive essays and assignments as well as speaking topics. I am willing to allow new Higher classes to see my SCOTBAC if it is going to be useful within their learning and understanding.

What methods are appropriate to my audience(s)?

(For example: demonstration, presentation software, websites, oral, report, piece of theatre, DVD, wiki/blog or any combination.)

I will be presenting my findings in a presentation using Microsoft PowerPoint. I will be reading some of the information projected in this but also have my own comments and narration alongside this. The information will be on the screen and on slides but I will be more engaging to the audience by adding in extra comments I have about the project. I will do this in front of the assessor and any chosen audience. In the presentation there will be an introduction to the study and a prompt explanation to why I have chosen this and what we will be looking at, some of the potential dangers of smoking, the results of the surveys and examples and explanations of questions asked, a comparison between the Scotland and Spain results and eventually a conclusion where the audience can ask questions or make comments.

Dependencies

(What is required for your project to go ahead, ie reliance on other people or resources, steps in plan that must be completed before starting the next step?)

In order to move forward with my plan, I am dependant on other people being willing to complete my survey. Without this, I will not have any data to collect and therefore I will be unable to present my findings, I would have to rely solely on secondary research which is less impactful. There would be no sort of comparison between Scotland and Spain's marketing techniques of the dangers of smoking. I will also be dependant on the questionnaire in general as if I end up with a lack of time to complete and double check to correct these questionnaires, I will not be able to attain my data. Finally, I am reliant on my trip to Barcelona. Without this trip, I will not get a taste of real life speaking to locals and also will not be able to experience first hand the marketing of dangers of smoking in Spain.

Contingencies

Any anticipated problems

- Trip to Barcelona may not go forward

- Candidates are unwilling to respond to questionnaire

- Not being able to understand native speakers in street interviews.

My plans for overcoming the anticipated problems

Although the Barcelona trip would be extremely useful to gather info on the advertising, I am able to present my findings without this by only using the questionnaire. I would have to rely more heavily on the findings I obtain from my online surveys.

It would be inconvenient if this happened, however I would combat this by having some backup options of people who I will ask to complete the survey. There is also an 'Intercambio' app that allows you to connect with native speakers so this would be another option.

If I am unable to comprehend what is being said to me in street interviews, I will ask my teachers to be nearby to translate for me and collect the responses as well so I can still use

<ul style="list-style-type: none"> - I could be biased on stereotypes about smoking in Spain 	<p>them in my findings. I could also rephrase my questions of show them a written version.</p> <p>I have to ensure my questions are not leading and remain impartial.</p>		
<p>Method for recording my skills development and future areas for improvement</p> <ul style="list-style-type: none"> - Keep note of my strengths and weaknesses that I am developing or that still need improvement in order to include these in my self evaluation. - Keep a backup copy of the responses to my survey as this may get deleted randomly or accidentally, I will ensure that someone else has a copy of the responses in case I lose them. - I will record my street interviews on my phone so that I can look back on them when I am preparing to present my data and ensure I have put the exact correct information for these findings. - I will ask my peers to make comments and recommendations on anything they notice about my questions I may ask them or if they have anything to help me in areas I need to improve. 			
<p>Assessor feedback to candidate</p> <p>It is good that you have considered your potential bias and how to avoid this tainting the reliability of your research. You have given a detailed timeline and considered outside factors which will affect your ability to work on SCOTBAC such as holidays, job etc. Your secondary research is valuable here too and if we are unable to go to Barcelona you can explore perceptions through secondary sources too so keep this in mind. Good luck!</p>			
Plan approved	√	Further work required	
Candidate signature		Date	22/10/24
Assessor signature		Date	22/10/24

Languages: Interdisciplinary Project

Presentation of project findings/product

Candidate name	
SCN	
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Project title	A study and comparison into the marketing of the dangers of smoking in both Spain and in Scotland.
<p>How I presented my project findings <i>(Describe in detail how you presented your project findings and explain the choices you have made with regard to your presentation method(s) and audience(s).)</i></p> <p>I presented my findings through a PowerPoint Presentation because to me it felt effective and it was a non-complex way to present my findings to a group. The PowerPoint helped guide me also as I could read off the screen and also be able to improvise from the points in the presentation. I decided my audience would be my Advanced Higher Spanish Class and a Modern Languages teacher, who would also be my assessor, as they would be familiar with the language and we all have the same understanding of Spanish culture through being in the class together. I thought that a PowerPoint was the best way to present my findings in an attractive and interesting way.</p> <p>I began by giving insight into what the aim for my SCOTBAC project was, allowing people to understand the rationale for my research and my area of interest. I explained that the projects aim was to study and make a comparison into the culture between Spain and Scotland and how the dangers of smoking are advertised. I further described the ways in which I would explore this through adverts on TV, posters/billboards, paid targeted ads etc, promotion done on social media, word of mouth, shop windows and social events etc. I mentioned that I will explore the general public's knowledge and that I will be informing the audience about some dangers of smoking that are not as well known to enlighten the audience and make my project more informative.</p> <p>I proceeded to give a bit of reasoning as to why I chose to study this and explained my love and passion for languages and I gave information about how I would like to enrich my knowledge of Spanish culture in preparation for my year abroad and have an insight on marketing as I plan to study this in uni.</p> <p>After this, I presented my background/secondary research for my project about some smoking rates in Spain and Scotland. This was to show the audience what happens in both countries and to provide context for some of my primary research and as to why the responses were answered in the way they were. It also assisted me later on in my Presentation and findings as I was able to find a common trend within my primary research</p>	

in my survey and my secondary research. This was useful as it was also commonly noticed in the audience and pointed out. It helped me communicate effectively with my audience. It revealed some surprising statistics about Spain and Scotland:

- (SP) The rate of men who smoke is 27.5% whereas women is 22.5%.
- Tobacco was responsible for 23.2% of deaths.
- There was a 40.3% decrease in tobacco use from 2010-2022

- (SC) The rate of men who smoke is 19% whereas for women it is 16%
- The smoking prevalence in 2023 was 15%

I moved on to explain how I would present my primary research. I explained how I used Microsoft forms as it is free to use and create surveys and is the most simple way of collecting anonymous results to ensure trust in my recipients. I had created two surveys, one in Spanish and sent to people who have lived/currently live in Spain. I created the same survey with identical questions except in English and sent this to people who live or have lived in Scotland. By using a combination of open-ended and multiple-choice questions I was able to obtain more varied results and able to quote some answers that people had given me. I told my audience how my primary research using surveys was a valid way to collect answers as I ensured an equal amount of people completed both surveys. My sample size therefore was much more reliable than had a disproportionate number of responses been collated.

I then went on to demonstrate my results from my surveys using statistics of the % of people who had chosen which answers in a table format to display all the information per question on one slide. This made it easy to read and understand for my audience. I categorised my findings for my questions using demographics such as gender, age and smoker/non-smoker. I gave some useful quotes given by my recipients in order to get first hand experiences especially from different times in both countries. This helped me to connect with my audience. One interesting finding was revealed that only men had responded with dangers like erectile dysfunction which directly only may affect them.

After presenting my findings, I made connections between my surveys so I could make a fair comparison of the difference of the marketing of smoking dangers in both countries. I was able to find a common trend in my findings that smoking was promoted more and more popular in Spain than Scotland. In both countries the rates of people who knew the dangers of smoking mostly differentiated in that more women than men are aware of the dangers and consequently women smoke less than men. This particular trend was surprising to me as it also lined up with my background research I found online. In Scotland, recipients aged 16-24 responded about smoking being promoted on social media whereas older recipients in Spain mentioned smoking being promoted on TV. Again this showed age to be a significant finding.

After showing my trends, I had given a brief evaluation and conclusion of my project. In my evaluation I mentioned that if I were to repeat the project, I would balance my time better in order to manage my workload more efficiently.

I ended my presentation by asking the audience if they had any questions at the end. This allowed me to engage effectively with the audience and prolonged my presentation to make it more interesting. I was able to answer these questions except from one where I had not researched the information needed to answer, however I mentioned that this could be a future area of research.

Assessor feedback to candidate

I really enjoyed your presentation. You explained your rationale and your main objectives very clearly and talked us through the research process. It is clear that you were able to connect your secondary research with your primary research and this helped to triangulate some of your findings. Although you would have liked more primary sources you were lucky to get an age range within your respondents, adding a bit of depth to your analysis. You made reference to future areas of research too and I agree this is something that would really interest future students. Well done!

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Languages: Interdisciplinary Project

Evaluation of project

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Assessor name	
Project title	A study and comparison into the marketing of the dangers of smoking in both Spain and in Scotland.
<p>How successful has my project been overall? <i>(Consider the strengths, weaknesses and learning points of your planning, implementation and findings/outcomes giving examples to support your comments.)</i></p> <p>Planning For me, the beginning of SCOTBAC was difficult as I struggled to pick an area of study as I changed my mind after doing some write-up. However after this once I decided what to do I had a clearer vision and I felt rather rushed to meet deadlines as I had used a lot of my preparation time to write up a proposal that I decided not to go forward with. At first, I had a completely different title and area of study for my SCOTBAC but I found it less interesting as I began studying my current project and found a lot more varied results and interesting research. I also unexpectedly was offered a job in October after writing up my plan and therefore had to unexpectedly take more shifts which gave me less study time. Nevertheless, I managed to complete my surveys and more of my write-up before deadlines. I did this in a short amount of time whenever I had some free and I was able to check over these things with fresh eyes after a few weeks right before the deadlines. I then had some difficulty with my surveys as it was difficult to find contacts in Spain and for some people they did not answer the survey after being sent it, therefore my response rate, I felt couldn't have been strengthened. The turnover for my presentation was a challenge however I felt I had a clear plan of how to structure my presentation and followed this closely to ensure I worked most efficiently.</p> <p>Implementation Despite there being slight problems with time management and schedules, it was achievable for me to carry on and complete my project. I was able to meet the majority of my goals. However it was difficult as there were some technical issues with my form that I had not expected. I managed to overcome them by creating extra forms that were replicas. I was able to complete my background research effectively although it was difficult to find any statistics about smoking being promoted in either country as it is a law in both countries that smoking cannot be positively advertised. I was able to collect some statistics about tobacco use in both countries about two genders as well. It was also manageable for me to use MS Forms as I have experience using the app and I knew how to navigate it and make it easy for others to answer my surveys. Having some primary research was very useful to me as I was able to</p>	

get first hand experiences from people from various ages and living in different countries in different years and time periods where laws and such were not the same as today. This was very insightful.

Findings and Conclusions

Personally I find that my project is an overall success. I had faced some challenges and it was difficult to overcome some of these, however my determination made it easy for me to keep going. In preparation for my presentation, it was necessary to have some Primary research. This was difficult as I only had limited contacts in Spain and I had asked some of these to be sent out and despite this attempt the responses were not received until a bit later and after my presentation was created. However, I had enough to ensure it would be equal to the Scottish survey thus not impacting the validity of my findings. I found that it is my responsibility to plan in advance in order to get sufficient results and persist to complete things in time. However, receiving responses from people who have spent a considerable amount of time in Spain was extremely useful as it surprised me and aligned with my background research. This was useful to me despite achieving interesting findings and being able to draw conclusions. I feel overall my work could be more statistically significant if I had sampled more respondents.

How effective were my communication methods throughout the project?

Communication was essential for my whole project due to my surveys having to be translated into Spanish. I was able to ask my language teachers for help to ensure accuracy in my questions and to understand my answers. Thankfully, everything was accurate due to good communication between me and my teachers. I also had to get in contact with one of my relatives in Spain that I hadn't seen since he moved when I was a child. It was essential for me to communicate with him to get more responses on my surveys. Although, it was quite difficult for me to have any face to face communication as I couldn't interview any people in Spain as it was not possible for my class to get a trip to Spain. Despite this, I managed to get insight from people who I have met in person in my survey responses. In my presentation, I felt my communication was great with the audience as there were opportunities for them to jump in and add in anything if they wanted to. On a few occasions the audience made comments which I responded to. At the end, I asked if anyone had any questions which helped me engage effectively and answer anything that was of interest to anyone.

Is there any aspect of my project that could be taken further? What might my next steps be?

After completing my presentation about smoking, I was asked by an audience member whether vaping was taken into consideration. I was honest and said that my main focus was cigarettes alone and I hadn't thought about vapes. However, in the future if I was to study this again I think I'd take it into consideration as it is a more recent thing compared to cigarettes which have been around for a very long time. I could also have gone further in my project by allowing more time for more people to complete this survey. Now that I don't need an equal amount of people to complete each survey to make it a fair comparison, I can publicly post these questionnaires and receive many more responses. My next steps would be continuing

with my Spanish studies and marketing and I believe that my project has given me an extra boost into studying this. I feel better prepared than I was before. I would also like to share my results with the recipients of my survey in order for them to develop their own knowledge and understanding.

Candidate signature		Date	31/03/25
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Languages: Interdisciplinary Project

Self-evaluation of generic and cognitive skills development

Candidate name									
SCN									
Centre name									
Assessor name									
Project title	A study and comparison into the marketing of the dangers of smoking in both Spain and Scotland.								

In evaluating your skills consider the skills analysis which you carried out at the proposal stage and how you said you would develop and improve these skills. Now refer to your reflective diary/log/blog and feedback you have received and evaluate how you have developed and/or improved these skills through the work on your interdisciplinary project.

<p>Application of subject knowledge and understanding</p> <p><i>(Think about practical uses for the languages you have learned. How did you use your knowledge of languages effectively to help you carry out various aspects of your project and how did it relate to your chosen broad context(s)?)</i></p> <p>Through learning languages, I have already developed skills that are necessary to be able to communicate effectively. However, in this project I have gradually boosted all of these skills. I had to use my general knowledge of the Spanish language to complete my survey and I had to use my reading and translation skills in order to understand the responses. It was challenging to understand every word at first but with the help of a dictionary and teachers I was able to understand and therefore interpret these responses in my presentation. Unfortunately, I was unable to use my speaking or listening skills during the Barcelona trip. However as this was cancelled, I was able to speak about Spanish culture and develop my knowledge of it at the same time which was essential for my objective. I was able to use my writing skills in Spanish to directly translate my survey for Scotland into a Spanish version, where I needed to translate everything correctly and write it up in a way that people would understand if they speak Spanish. My knowledge of Spanish was essential for me to understand and collect responses and research from the Spanish side.</p>
<p>Research skills — analysis and evaluation</p> <p><i>(Think about the research process. How did you plan, carry out, analyse and evaluate your research? You should evaluate your research methodologies, tools, resources and contacts, data recording and referencing, reliability and usefulness of data.)</i></p>

My research was conducted in various ways and through many different sources however my main research method was the Internet. Firstly, I was able to use the Internet to find the information I needed and to ensure that everything that I was collecting was reliable and trustworthy in order for me to use it in the presentation of my findings. The Internet was very useful as it was also accessible for me and I could use it both in school and at home, helping with my timekeeping and moving my project along a lot faster than if I only used school equipment. I used the Internet to examine the rates of smoking in Spain and Scotland and if in either country there are any deciding factors or common trends such as gender. This proved more challenging as there was less secondary information available and little information that was referencing smoking laws etc. I also was able to use the Spanish dictionary as a resource which was very useful as it was essential for me to have the correct Spanish so that it would be understandable to others. I was able to get in contact with residents of Spain and their friends, as well as my teachers and their contacts in order to get reliable responses from people who have lived in Scotland and Spain first hand. I was also able to reach Scottish contacts such as my family, teachers and peers who were willing to do my survey. This was all extremely useful as it backed up my evidence and it was a first hand, reliable source. It also gave me a sufficient amount of information for me to be able to complete my objectives and fulfil the overall aim of the project.

Interpersonal skills — negotiate and collaborate

(Think about how you considered other peoples' views/feedback, discussed issues of concern, reached a solution where needed, adjusted your approach in response to a situation/environment, showed positive self-belief and had the confidence to offer and ask for support.)

I had to be open minded throughout my project to understand that not everyone would share my view, be completely for or against smoking and to know that some people may be biased when answering my questions. If I were to repeat the process I would try to push myself further through undertaking face to face interviews or telephone conversations. This would also add another layer of reliability to my findings. I had some issues that I was concerned about with my time management with having multiple deadlines for all my classes within a short period. Due to this, I had asked my teacher for help and was able to receive support and come to a solution which gave me more time to study and keep up with my SCOTBAC at the same time. Being someone who is very socially anxious, I was happy to conduct a lot of my research using the Internet. However, it was difficult for me to stand in front of a group of people and talk. I was able to choose my audience which helped me to settle my nerves by talking in front of only a few people I know I would be comfortable around, I was able to confidently speak to . I was confident in my ability to work with others and compromise when necessary, this was no problem for me during my project as I had to collaborate and speak with the other SCOTBAC students about timings of presentations etc, I also was able to help the others when they asked and I felt comfortable to ask others for assistance when I needed it also.

Planning — time, resource and information management

(Think about your time management. How did you set targets, monitor/record progress, consider any probable barriers to achievement and take steps to minimise them?)

Time management has been quite difficult for me as I have had a heavy workload during SCOTBAC and have had deadlines close together. My AH French and Spanish speaking exams were very close to the SCOTBAC presentation date which made it very difficult for me to find the time to complete my studying along with the creation of presentation. I overcame this by swapping around the times I would do SCOTBAC and my speaking as I used my spare SCOTBAC time in school to complete my speakings and do some practice face to face with my teachers as I had no way of physically having a conversation in a foreign language at home. Then I completed my SCOTBAC and making up my presentation at home as I had complete access to all materials and my files at home through OneDrive. I was able to get help from my manager at work to only work on early morning shifts at weekends only to give me time during the week and in the evenings to study and prepare for my presentation. Despite these obstacles, I was able to find solutions for everything and complete my work to my best ability and it had led to time management being a strength of mine as I was able to balance my commitments accordingly and complete it all.

Independent learning — autonomy and challenge in own learning

(Think about how you used your skills to make things happen, took the initiative to establish links with other learning environments/opportunities and looked for challenges rather than taking the easy option.)

I used many skills in order to complete my work effectively and efficiently. I used my linguistic skills to communicate with others in Spanish and my communication skills to communicate with others and to present my findings. I also used my organisation skills to keep all my materials in the one place on my laptop and ensure it was easy for me to find whenever I needed it. It has been very useful for me as it was my decision to study this topic and I chose to study something which I didn't have a lot of knowledge on in the first place. This was difficult for me to learn completely new things, however I enjoyed discovering new information and was able to use my research skills to be able to research key information and find reliable sources as the Internet sometimes produced untrustworthy resources. At first, I opted to just use school laptops in any empty classroom I could find as whenever I needed the library it was always busy and I didn't want to disturb a class. However I overcame this by arriving there early and getting a computer for myself that no one else was using. The autonomous nature of this project will undoubtedly help me in the next stage of my academic journey at university.

Problem solving — creative approaches; critical thinking; logical approaches

(Think about your problem solving skills. How did you generate and explore ideas, use logical and creative approaches, analyse source materials in order to support findings,

reflect on problems and possible contributory factors, and think critically about possible actions/changes?)

A problem had occurred when the trip to Barcelona did not go ahead. It limited my ability to collect some face to face results. However, I solved this problem by ensuring I had sufficient primary and secondary research that could still give enough information for me to have reasonable and effective findings to present. To counter this disappointment I paid particular attention to other factors such as sample size, using a stratified sampling approach (with equal numbers of gender representation) and minimising bias. I was also able to overcome my difficulties with public speaking by selecting an audience which had enough people but to whom I would be comfortable presenting to. I supported my findings with my background research and finding some striking statistics which were effective and relatable to my primary research findings. This helped to make a fair comparison and for me to distinguish trends in the deciding factors of my research. I had to have some backup plans in case anything went wrong spontaneously. However I only had to use one when some recipients didn't complete my form and I thankfully had some backup options to complete the survey. I managed to fix all problems to ensure an overall positive outcome.

Presentation skills

(Think about how you presented your findings. Evaluate your presentation method(s), choice of audience(s), layout, structure, degree of formality and choice of content. Did your presentation include information/ideas/reflections with supporting detail in a logical order and reach a reasoned conclusion?)

My presentation was a challenge for me but I believe I pushed through and performed well. As I have mentioned, I am quite socially anxious especially about speaking in front of crowds, therefore I chose a comfortable and group of people to be in my audience to help me overcome this fear. I knew that this audience are trustworthy and would provide me with good feedback and ask me anything they wanted to know at any time. This was selected by me to be my AH Spanish class, other SCOTBAC candidates and my Modern Languages teacher and assessor. My presentation reflected myself as I am a very organised person and I wanted it to be aesthetically pleasing as well as informative by using tables and colours to captivate the audience and guarantee concentration from them. These tables also made the information very easy and simple to read for both me and the audience. In my presentation I had background information, primary and secondary research, an evaluation, a slide for common trends and a conclusion. I also added in a slide at the end that gave the audience the chance to ask any questions which helped engagement. My primary and background research ended up aligning to my surprise which in retrospect helped me back-up my evidence and findings. Despite speaking in front of my friends and peers, I maintained a formal and professional manner as I took my presentation seriously and I was able to communicate with them in a professional manner also. I reached my conclusion at the end of my presentation by briefly talking about all the points I had made and what I had gathered from my findings. This helped me keep the audience's attention and to go over key points in case they had missed something.

Self-evaluation — recognition of own skills development and future areas for development

(Think about how you have developed throughout your project. How did you deal with feedback, praise, setbacks and criticism and their impact on your own development of knowledge, skills and understanding? To what extent did you ask for feedback, learn from experiences and how will you use these to inform future progress?)

I have never had a problem with accepting criticism or negative feedback as I see it as a learning opportunity to work to the best of my ability. If anything, I can be guilty of being overly self-critical. I had to show self-belief and determination in the face of adversity as I initially had anticipated the Barcelona trip would provide the majority of my key insights. I consistently asked my teacher and peers for feedback in my project and I was able to take it into consideration and implement it into my work effectively to elevate my project. I received feedback at the end of my presentation which I will use in the future and I have learned to take more factors into consideration in any future work I do. I also received praise for my work which I took and accepted gratefully as it boosted my confidence which also helped me work my hardest. The feedback and praise helped me to understand that I needed to develop my time management and planning skills and I have learned that I must do things more in advance to allow myself to have sufficient results and time to complete my work. It has developed all of my skills, for example communication, organisation, IT and linguistic.

This section is not mandatory. It has been included to allow you the opportunity to undertake an overall reflection of your project.

Reflection on my experiences throughout this project

(For example: things you feel you have achieved, things you have done that you feel particularly proud of, anything you would do differently were you to do something similar in future.)

Skills that I have used in this project that I would like to develop further

(For example: using skills in even more challenging situations, more working on your own, more team working.)

Candidate signature		Date	31/03/25
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Languages: Interdisciplinary Project

Assessor report

Candidate name

Candidate number

Centre

Project proposal	Tick as appropriate
Grade C criteria	
The title and aims of the project.	√
Clear aims and reasoned arguments to support the relevance and practicability of the project.	√
Clear identification of how the target language(s) will be used.	√
Identification of opportunities for:	√
◆ own skills development	√
◆ collaborative working	√
◆ accessing less familiar learning environments	√
◆ application of language subject knowledge in a broad context	√
◆ use of knowledge and skills across different disciplines	√
◆ making connections between subject knowledge and the wider world	√
Evidence of the ability to communicate clearly and concisely in advocating the proposal.	√
Grade A criteria, includes all of above plus	
Well conceived proposal which sets creative and challenging goals which are at the same time realistic, achievable and practicable.	√
Robust and carefully argued justification of the proposal.	√
Substantial links and understanding of possible connections across disciplines contributing to the project.	√
Comments	
The candidate has outlined a subject which is very topical and of interest. She has communicated her key goals and objectives and these are realistic, achievable and practical. Her rationale is evident as well as how she will be	

able to use her existing skills and further develop these. The use of target language is also clear and she communicates concisely and effectively throughout,	
Project plan	Tick as appropriate
Grade C criteria	
Development of clear project objectives in line with the project proposal.	√
Relevant and detailed planning strands to enable the project to be implemented, monitored, presented and evaluated.	√
Realistic timescales and achievable milestones for each stage of the project.	√
Clear identification of resources needed, research methodologies to be used, opportunities for support and feedback.	√
Grade A criteria, includes all of above plus	
Careful selection and effective use of research/investigation techniques.	√
Anticipation of probable and possible factors which may impact on the project with realistic and well considered contingencies.	√
Clear identification of dependencies or reliance on the success of other strands of work and of necessary adjustments to the plan.	√
Outline the process for achieving own identified development needs.	√
Comments	
This is a detailed plan which links directly to the proposal. Her timescales are realistic and she has factored in school as well as outside commitments. She has highlighted both the Primary and Secondary research she hopes to use and has considered contingencies for perceived problems. She has also made reference to her own bias and is mindful of this. She is detailed in stating how she will seek support and how she will achieve her development needs.	

The overall grade will be:

- A indicative of a highly competent performance which meets the additional Grade A criteria and consistently demonstrates a high degree of autonomy, initiative and effective information management across the five pieces
- B indicative of a competent Grade C performance across the five pieces, but with some aspects of work meeting the criteria for highly competent performance (as outlined by the Grade A criteria)
- C indicative of a competent performance across the five pieces, with all aspects of the work meeting the criteria identified for Grade C performance

Overall grade awarded	<u>A</u> B C	Unsuccessful
Additional comments/overview		
<p>This pupil showed a lot of autonomy and self-confidence which really impressed me. This will undoubtedly stand her in good stead for the future. She was very analytical in her evaluations and considered all aspects of her research and it's limitations in a detailed way. Her justifications are detailed and robust. It is clear that Grade A has been achieved throughout.</p>		

Assessor signature _____

Date 31/03/25

Internal verifier signature _____

Date 31/03/25