

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this course assessment component.

Candidate 1

Question 1

The candidate was awarded **2 marks**.

The candidate's first point, 'Amazon became worth more than the biggest physical store' is an accurate, own words comment on "Amazon surpassed multi-store Walmart to become the most valuable retailer in the United States." (bullet point 4 of the marking instruction). Note that, although the candidate refers to 'Amazon' (which is in the passage), the comparison with the 'the biggest physical store' has just enough of the candidate's own words to be awarded 1 mark.

The second point, 'Several retail stores went bankrupt due to falls in profits' is an accurate, own words comment on "closed their doors permanently" (bullet point 6 of the marking instruction). It was awarded 1 mark.

Question 2

The candidate was awarded **4 marks**.

The candidate's first point, 'suggests the number of previously invaluable items that are arguably turning obsolete' is an accurate comment on the use of the list beginning "like CDs..." (bullet point 8 of the marking instruction). It was awarded 1 mark.

The candidate's second point, 'connotations of death and ending...suggests that physical shopping is dying and decaying' is an accurate comment on "demise" (bullet point 7 in the marking instruction). It was awarded 1 mark.

The third point, 'connotations of demise and urgency...suggests they are becoming less numerous and something must be done' is an accurate comment on "endangered" (bullet point 4 in the marking instruction). It was awarded 1 mark.

The fourth point, 'connotations of being unmoveable and indestructible...suggests that this invincibility is no longer the case, and it is not as unstoppable as we once thought' is an accurate comment on "invincibility" (bullet point 10 in marking instruction). It was awarded 1 mark.

Question 3

The candidate was awarded **3 marks**.

The candidate's first point, 'it creates towns with no sense of self or purpose' is an accurate, own words explanation of "identity and self-esteem of entire towns is wrapped with retail" (bullet point 2 in the marking instruction). It was awarded 1 mark.

The second point, 'destroys a towns community atmosphere, as markets were a place to gather and socialise' is an accurate, own words explanation of "locality and community" (bullet point 5 in the marking instruction). Note that, although the candidate uses the word "community", from the passage, there is sufficient use of own words to gain 1 mark.

The third point, 'leave a legacy behind similar to that of closed steel mills and shipyards' is an accurate, own words explanation of "past closures of docks and factories" (bullet point 7 in the marking instruction). It was awarded 1 mark.

Question 4

The candidate was awarded **4 marks**.

The candidate's first point is an insightful comment on the image "less a case of death than reincarnation" (bullet point 1 in the marking instruction). The key words here are 'something new and brimming with life...new, unfamiliar experience' combined with 'there is yet something unseen in physical shops, something more they can offer us.' The candidate clearly gets how the metaphor "reincarnation" suggests an exciting new start. The answer conveys a sense of wonder and possibility in 'brimming with life' and 'something more they can offer'.

The candidate then attempts to comment on the use of the short sentence, "You feel indescribable euphoria". As the candidate does not comment on the specific use of the technique as it appears here, this point was awarded 0 marks.

The third point, 'adds in detail of how customers will be treated...sounds almost dream like in atmosphere' is an accurate comment on the use of parenthesis. This answer is not in the marking instruction but conveys a sense of how parenthesis is used in this context. It was awarded 1 mark.

The fourth point, 'atmosphere of wonderment and excitement' meaning that 'customers will be wowed at every turn' is an accurate comment on the image "giddy pageant" (bullet point 5 in the marking instruction). It was awarded 1 mark.

Note that, for full marks, comments on both imagery and sentence structure are required. As this candidate has commented on imagery ("reincarnation" and "giddy pageant") and sentence structure (parenthesis), full marks can be awarded.

Question 5

The candidate was awarded **4 marks**.

The candidate's first point, 'connotations of starvation and death...suggests big online brands have starved physical shops of patrons' is an accurate comment on "parched" (bullet point 3 in the marking instruction). It was awarded 1 mark.

The second point, 'adds in the detail of the feeling of in-store shopping... reminds us of what online shopping has deprived us' is an accurate comment on the use of parenthesis. This answer is not in the marking instruction but conveys a sense of how parenthesis is used in this context. It was awarded 1 mark.

The candidate's third point is an insightful comment on "puppet master pulling the strings of data and desire" (bullet point 11 in the marking instruction). The key words here are 'controlled by men in suits' combined with 'squeeze as much money as they can out of customers.' The candidate clearly gets how the metaphor "puppet master" suggests corporate control of the public through manipulating information and exploitation of consumer demand. The self-interest implied in this control is conveyed through 'squeeze' and 'as much money as they can'. This answer was awarded 2 marks.

The candidate goes on to make a valid comment on "wizarding" (bullet point 9 of the marking instruction) but has already been awarded 4 marks for this question.

Question 6

The candidate was awarded **2 marks**.

The candidate demonstrates understanding of the transition in the passage from discussing problems associated with the decline of high street shopping to providing possible solutions. The first point, 'the problem of online stores taking customers away from physical retailers' refers to the negative aspects of this decline, while the second point 'the solution about to be presented' looks forward positively. The candidate quotes appropriately to support these comments.

Note that the candidate has chosen to answer this question as a traditional 'link' question, which is one perfectly valid approach. Approaching the question holistically and/or quoting from elsewhere in the passage are also acceptable. The important thing is that the candidate should demonstrate understanding of how the passage moves from the problems relating to the decline of the high street, to considering solutions and more positive consequences. Any quotations or references which show this movement would be acceptable.

Question 7

The candidate was awarded **2 marks**.

The first point, 'giving customers something new, focusing on their own qualities rather than copying every other big time brand' is an accurate, own words explanation of "Every town can be its own 'wow'" (bullet point 4 in the marking instruction). It was awarded 1 mark.

The candidate's second point is not clear enough for Higher and was awarded 0 marks.

The third point, 'letting people live in town centres could do this, by letting people fully integrate themselves with it' is an accurate, own words explanation of "New homes were built so that people could, once again, live in the city" (bullet point 8 in the marking instruction). It was awarded 1 mark.

Question 8

The candidate was awarded **3 marks**.

The first point is an insightful comment on "monster of retail's grip is weakening" (bullet point 10 in the marking instruction). This image is challenging to unpick and to link to the idea of an optimistic tone. The key words here are 'depicts big brands as an evil monster' which is 'less powerful than before', combined with 'suggesting this monster of corporate greed can be defeated'. The candidate clearly gets the sense of retail as a threatening and restricting presence, shown, for example, in the insightful comment 'monster of corporate greed'. It was awarded 2 marks.

The second point, 'suggests the number of ways towns can reinvent themselves' is an accurate comment on the use of the list beginning "like artist's studios...." This answer is not in the marking instruction but conveys a sense of how the list is used in this context. It was awarded 1 mark.

The candidate goes on to make a further point but has already been awarded 3 marks for this question.

Question 9

The candidate was awarded **5 marks**.

The first point accurately identifies the agreement that 'online shopping has overtaken instore shopping', an acceptable reference to "impact of the internet" (point 2 in the marking grid). It was awarded 1 mark.

The second point accurately identified the agreement that 'this decline has led to a loss of community', an acceptable reference to "impact of decline on people/society" (point 4 in the marking grid). It was awarded 1 mark.

The third point accurately identified the agreement that 'town centres should reinvigorate themselves and create a new social space for communities to gather', an acceptable reference to "focus of town centres should shift from economic to societal" (point 7 in the marking grid). It was awarded 1 mark.

The evidence supporting these examples is delighted/insightful. The candidate goes beyond simply quoting to drawing together ideas from the passages, showing understanding of the areas of agreement. This part of the answer was awarded 2 marks.

Overall, this candidate was awarded **29/30 marks** for this paper.