

# Commentary on candidate evidence

## Candidate A

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

### Question 1

The candidate was awarded **4 marks**.

The correct reference of 'disposable' was given **1 mark**, and the associated comment of 'easy to get rid of' also gained **1 mark** (bullet point 8 of the marking instructions).

In the second part of the response, the candidate offered the word 'repeatable,' which was given **1 mark**, and the comment 'want to go back again' was also awarded **1 mark** for the idea that a visit to a fast food restaurant can be done again and again (bullet point 9 of the marking instructions).

### Question 2

The candidate was awarded **2 marks**.

The candidate's reference to 'nursery rhyme farmer' gained **1 mark**. The comment 'the only "Macdonald" they had heard of' was also given **1 mark** for the association of McDonald's with an old song: 'children's nursery rhyme, as opposed to the food franchise' (bullet point 2 of the marking instructions).

### Question 3

The candidate was awarded **2 marks**.

The candidate's first point: 'It slowly began building up its total of restaurants in the UK' was given **1 mark** for demonstrating an understanding of the idea that there was a fairly small number of restaurants at that time (bullet point 1 of the marking instructions).

The candidate's second point: 'describe someone's feelings in their food' was also given **1 mark** for a sufficient understanding of food being now associated with feelings (bullet point 4 of the marking instructions).

The candidate's third bullet point relies too heavily on words from the passage, and therefore was given **0 marks**.

The candidate's fourth point does not show any relevant understanding – **0 marks** awarded.

#### Question 4

The candidate was awarded **4 marks**.

The candidate's first reference: 'wacky' was given **1 mark**.

The comment: 'out of the ordinary' gained **1 mark** (bullet point 1 of the marking instructions), but it is worth noting that 'it was very strange' would not be given a mark as it is a direct repeat of the question.

The candidate's second reference: 'electronic ordering' was awarded **1 mark**, and the accompanying comment of: 'never seen things like it before' was also awarded **1 mark** (bullet point 2 of the marking instructions).

#### Question 5

The candidate was awarded **2 marks**.

The first part of the candidate's response: "'futuristic nature" links back' was given **1 mark** (correct identification plus direction). The candidate then goes on to pinpoint what this links back to: 'brand new technologies' and this too was awarded **1 mark**.

#### Question 6

The candidate was awarded **3 marks**.

The candidate first of all offers: 'the experience of eating new foods,' and this was given **1 mark** (bullet point 9 of the marking instructions).

The second part of the candidate's response: 'it was all new to them' merely repeats the same idea, so **0 marks** here.

The candidate's third bullet point refers to 'décor' which is not relevant to 'eating habits' therefore **0 marks** were awarded.

The fourth bullet point lifts words from the passage for the key aspect of the answer ('events'). Again, **0 marks** awarded.

The candidate then makes a correct point about 'the more modern style of eating without utensils,' and **1 mark** was given for this (bullet point 7 of the marking instructions).

The candidate's point the (people) 'tried to keep tradition' was awarded **1 mark** (bullet point 13 of the marking instructions).

The candidate's final point about 'unhealthier food options' draws on knowledge from outside the passage – **0 marks** here.

### Question 7

The candidate was awarded **2 marks**.

Within the candidate's response two correct points are made. At the beginning of the answer, 'keep the sit down meal sort of standards' was given **1 mark** for the idea of 'formality.' Further on, the candidate writes 'they had to find something that suited both needs.' This was awarded **1 mark** for the idea of 'convenience.'

### Question 8

The candidate was awarded **2 marks**.

This question asks candidates to draw examples from 'now' and 'then,' in order to analyse reactions which have differed over time.

The candidate, first of all, offers a correct selection of 'gasps' and **1 mark** was awarded here. The accompanying comment: 'people were shocked' was also given **1 mark** (bullet point 5 of the marking instructions). However, the candidate then offers a second reference from the 'then' period and **0 marks** could be gained for this.

### Question 9

The candidate was awarded **2 marks**.

This candidate offers a correct reference: 'growing awareness of how and what we eat' (bullet point 9 of the marking instructions). This was given **1 mark**.

The candidate then goes on to say (this is) 'summarising the fact that it has changed people's lifestyle around food.' Here the candidate notes the structural effect of 'summarising,' but then goes on to explain what a main idea of the passage is. Therefore **1 mark** was awarded.

Overall, the candidate was awarded **23/30** marks for this paper.

# Commentary on candidate evidence

## Candidate B

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

### Question 1

The candidate was awarded **4 marks**.

The candidate was given **1 mark** for the correct reference: 'familiar.' The candidate goes on to say 'which has connotations of being well known by everyone' (bullet point 7 from the marking instructions). This was also awarded **1 mark**.

The candidate offers a correct second reference: 'commonplace,' and **1 mark** was given here. The comment 'used very often' was awarded **1 mark** (bullet point 10 in the marking instructions).

### Question 2

The candidate was awarded **2 marks**.

The candidate's chosen example of language 'means nothing' was awarded **1 mark**.

The comment 'didn't know the logo' was given **1 mark** for 'lack of understanding' (bullet point 4 of the marking instructions).

### Question 3

The candidate was awarded **3 marks**.

The first part of the candidate's response is incorrect and was awarded **0 marks**.

The next part of the candidate's answer: 'the opportunity to have their own shops' was given **1 mark** (bullet point 2 of the marking instructions).

The candidate's expression 'brought in' was given **1 mark** for a sufficient gloss of 'another introduction was...' (bullet point 3 of the marking instructions).

The next part of the candidate's answer: 'purchasing something to eat to purchasing feelings' was awarded **1 mark** (bullet point 4 of the marking instructions).

The final sentence of the candidate's response to this question does not add any relevant material and was given **0 marks**.

#### Question 4

The candidate was awarded **4 marks**.

The candidate selects a correct reference: 'space age' (**1 mark**), and adds the comment 'very new,' which was also given **1 mark** (bullet point 4 of the marking instructions).

Further on in the response, the candidate offers a second selection: 'electronic ordering.' This was awarded **1 mark**.

The candidate's word 'obscure' was given **1 mark** as it gave enough of a sense of 'unfamiliar/alien' (bullet point 2 of the marking instructions).

#### Question 5

The candidate was awarded **0 marks**.

The candidate was awarded **0 marks** because there is no directional comment.

#### Question 6

The candidate was awarded **3 marks**.

The candidate's first point was awarded **0 marks** because 'how to be' is a lift from the passage.

The candidate's next point was also awarded **0 marks** because it deals with feelings rather than 'eating habits.' However, the candidate's third point: 'kids opportunity to eat out was rare' is relevant to 'eating habits' and was given **1 mark** (bullet point 4 of the marking instructions).

The next point offered: 'eating as a group usually happened at home' was awarded **1 mark** (bullet point 5 of the marking instructions).

The point the candidate makes about 'utensils' is incorrect and was therefore given **0 marks**. But, the candidate seems to have a second attempt at this idea, and makes a final relevant point with: 'eating with your hand and out of the container.' This was awarded **1 mark** (bullet point 7 of the marking instructions).

#### Question 7

The candidate was awarded **0 marks**.

The candidate was awarded **0 marks** because the response has too great a reliance on words from the passage.

#### Question 8

The candidate was awarded **2 marks**.

The candidate offers two selections from the 'Then' section. Therefore, only 1 mark could be awarded for a reference. The candidate identifies: 'only truckers and wrestlers,' and **1 mark** was given here. This reference is accompanied with a relevant comment: 'kids thought only the biggest of men could have one.' This was also awarded **1 mark** (bullet point 10 of the marking instructions).

### **Question 9**

The candidate was awarded **1 mark**.

The candidate was awarded **1 mark** for a relevant selection, but **0 marks** were given to the comment because it is directed to the quotation itself, and not to an earlier, or overall, idea; therefore, showing no structural awareness.

Overall, the candidate was awarded **19/30** marks for this paper.

# Commentary on candidate evidence

## Candidate C

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

### Question 1

The candidate was awarded **3 marks**.

The candidate's first selection: 'familiar' was given **1 mark**. The associated comment: 'they don't feel as formal,' was also awarded **1 mark** (bullet point 7 of the marking instructions).

The second selection: 'disposable' was given **1 mark**, but the comment relates to the mechanics of cutlery, rather than analysis of language so was awarded **0 marks**.

### Question 2

The candidate was awarded **2 marks**.

The correct selection: 'means nothing' was awarded **1 mark**.

The comment: 'completely foreign' was given **1 mark** for 'lack of understanding' (bullet point 4 of the marking instructions).

### Question 3

The candidate was awarded **4 marks**.

The candidate's first point that: 'people from the area set up branches' was awarded **1 mark** (bullet point 1 of the marking instructions).

The candidate's next point: 'McDonald's launched a meal' was also given **1 mark** for demonstrating an understanding of 'Another introduction is the happy meal' (bullet point 3 of the marking instructions).

The candidate's third bullet point requires close inspection. The candidate was awarded **1 mark** for 'selling it as more than purely nutrition but as an event.' This was from bullet point 5 of the marking instructions: 'a visit to McDonald's is about more than the food.' Additionally, the candidate was given **1 mark** for 'selling it as more than purely nutrition but as...a feeling.' This is from bullet point 4 of the marking instructions: '(purchasing) food became associated with feelings/mood.'

The candidate has now achieved full available marks for this questions, but a further 1 mark would have been available for the gloss of 'drive-thru.'

#### Question 4

The candidate was awarded **4 marks**.

The candidate was given **1 mark** for the first selection: 'disembodied.'

The comment: 'unknown entities speaking' was also awarded **1 mark** (bullet point 5 of the marking instructions).

The candidate's second selection: 'space age' was given **1 mark**, and **1 mark** was given for the comment: 'science fiction' (bullet point bullet point 4 of the marking instructions).

#### Question 5

The candidate was awarded **2 marks**.

The candidate begins with a correct selection: 'we didn't understand what was meant to happen.' Unfortunately, the directional comment is incorrect; therefore, **0 marks** so far. But the candidate then goes on to tie another comment to the selection: 'we didn't understand what was meant to happen' by adding 'then links forward to Chris describing the confusion of his friends.' The candidate was awarded **1 mark** for the correct selection and direction, and **1 mark** for the comment: '...to Chris describing the confusion of his friends' (bullet point 2 of the marking instructions).

#### Question 6

The candidate was awarded **5 marks**.

The candidate was awarded **1 mark** for 'kids eat out of the house more often' (bullet point 4 of the marking instructions).

The candidate's next point: 'kids weren't forced to follow their typical rules' was given **1 mark** (bullet point 6 of the marking instructions).

The candidate's third point was also given **1 mark** for the idea of the visit being more important than what you ate (bullet point 10 of the marking instructions).

The candidate's point that 'Cutlery was no longer a necessity,' was awarded **1 mark** (bullet point 7 of the marking instructions). The candidate then goes on to repeat the point about cutlery, expressing it in a slightly different way so **0 marks** were awarded here.

The candidate's sixth point: 'Britain began to have more North American tendencies,' was given **1 mark** (bullet point 11 of the marking instructions).

The candidate's final point is incorrect so **0 marks**.

**Question 7**

The candidate was awarded **1 mark**.

The candidate's point that 'restaurants...were still handy' was given **1 mark** for a clear understanding of the idea of 'convenience'.

**Question 8**

The candidate was awarded **2 marks**.

The candidate offers a correct reference: 'rip up the rulebook.' This was awarded **1 mark**.

Towards the end of the candidate's analysis, the point 'which amazed people' was also given **1 mark** (bullet point 6 of the marking instructions).

The candidate then goes on to look at 'rarely resulting.' However, **0 marks** were awarded here because the candidate has omitted that key phrase 'in a second glance' from the selection.

**Question 9**

The candidate was awarded **1 mark**.

The candidate was awarded **1 mark** for a correct reference selected: 'confusion and thrill'. However, **0 marks** were given for the explanation: 'the writer recaps the main points' because the candidate does not specify what the main points are.

Overall, the candidate was awarded **24/30** marks for this paper.

# Commentary on candidate evidence

## Candidate D

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

### Question 1

The candidate was awarded **3 marks**.

The candidate was awarded **1 mark** for the selection of the word 'repeatable'.

The comment: 'redo, revisit and return' was also given **1 mark** (bullet point 9 of the marking instructions).

The candidate's second selection: 'ubiquitous' was awarded **1 mark**, but the associated comment was given **0 marks** as it did not offer sufficient, relevant analysis of the word 'ubiquitous.'

### Question 2

The candidate was awarded **0 marks**.

The candidate does not offer a relevant selection; therefore **0 marks** were awarded.

### Question 3

The candidate was awarded **4 marks**.

The candidate's first point: 'was still a small restaurant' was given **1 mark** (bullet point 1 of the marking instructions).

The next point made: 'McDonald's began to allow people in the UK to maintain their own establishment' was also given **1 mark** (bullet point 2 of the marking instructions).

The candidate's third point: 'McDonald's also began producing happy meals' was awarded **1 mark** (bullet point 3 of the marking instructions). Note here that a lift of 'Happy Meal' was acceptable.

The candidate then makes a point that the introduction of Happy Meals was a way to 'allow individuals to buy a way to feel.' However, this was awarded **0 marks** because 'buy' and 'feel' are lifts from the passage.

Finally, the candidate goes on to note that 'McDonald's also began to introduce drive-thru.' This was given **1 mark** (bullet point 6 of the marking instructions).

#### Question 4

The candidate was awarded **4 marks**.

The candidate's first selection: 'wacky' was given **1 mark**.

The identified connotation of 'odd' was also given **1 mark** (bullet point 1 of the marking instructions).

The candidate's second selection: 'space age' was awarded **1 mark**, and **1 mark** was given for the comment 'odd to people to begin with' (bullet point 4 of the marking instructions).

#### Question 5

The candidate was awarded **0 marks**.

The candidate does make an appropriate selection with 'The futuristic nature.' However, no identification of direction is made and **0 marks** were awarded.

The candidate does go on to offer more material, but it pertains to a reference outwith the frame of the question so **0 marks**.

#### Question 6

The candidate was awarded **2 marks**.

The candidate was given **0 marks** for the first point made, because of the lift of the key word 'social.'

The candidate's second point: 'cutlery wasn't needed' was awarded **1 mark** (bullet point 7 of the marking instructions).

The candidate was then awarded **1 mark** for 'it has become more of a normal thing to do' (bullet point 12 of the marking instructions).

The remainder of the candidate's response did not offer further relevant points – **0 marks**.

#### Question 7

The candidate was awarded **1 mark**.

The candidate was given **1 mark** for 'ease of access to people,' which conveyed the idea of convenience.

#### Question 8

The candidate was awarded **1 mark**.

The candidate was given **1 mark** for the selection of 'truckers and wrestlers.'  
The comment did not offer enough in the way of analysis, and was given **0 marks**.

An attempt at another selection 'crucially' (which appears after the candidate's response to question 9), was given **0 marks** as it comes from the 'Then' period of the passage. The question asks for 'different reactions over time.' The candidate here offers two selections from 'Then.'

### **Question 9**

The candidate was awarded **1 mark**.

The candidate was given **1 mark** for a relevant selection: 'another cultural shift.'  
However, the associated comment makes no reference to the passage's effective conclusion so **0 marks**.

Overall, the candidate was awarded **16/30** marks for this paper.