



National
Qualifications
2019

2019 English

**Reading for Understanding,
Analysis and Evaluation**

National 5

Finalised Marking Instructions

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General marking principles for National 5 English: Reading for Understanding, Analysis and Evaluation

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this paper. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a)** Marks for each candidate response must **always** be assigned in line with these general marking principles and the detailed marking instructions for this assessment.
- (b)** Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c)** If a specific candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, you must seek guidance from your team leader.
- (d)** Candidates should gain credit for their understanding of the ideas of the passage, and their analysis and evaluation of the writer's use of language.
- (e)** Unless quoting from the passage, the candidates should use their own words as far as possible.

The following notes are offered to support markers in making judgements on candidates' evidence.

Marking instructions for each question

Question			Expected response	Max mark	Additional guidance
1.			Reference (1) Comment (1) x2	4	<p>Possible answers</p> <ul style="list-style-type: none"> • ‘(over) thirty years’ (1) suggests eg fast food has been part of our lives for a long time (1) • ‘drive-thru’ (1) suggests eg convenience/speed/modernity (1) • ‘(a year of) firsts’ (1) suggests eg something new/a novelty (1) • ‘(now has) 1,200 restaurants’ (1) suggests eg fast food is easy to find (1) • ‘“lovin’ it”’ (1) suggests eg positivity (1) • ‘ubiquitous’ (1) suggests eg (fast food) is everywhere/obvious (1) • ‘familiar’ (1) suggests eg (fast food) is well-known/comfortable/non-threatening (1) • ‘disposable’ (1) suggests eg (the experience) is throwaway/quickly forgotten (1) • ‘repeatable’ (1) suggests eg (a visit to a fast food restaurant) can be done again and again/duplicated (1) • ‘commonplace’ (1) suggests eg (fast food) is ordinary/everyday (1) • ‘thrill’ (1) suggests eg excitement (1)

Question			Expected response	Max mark	Additional guidance
2.			Reference (1) Comment (1)	2	<p>Possible answers</p> <ul style="list-style-type: none"> • use of present tense/‘at this point’ (1) emphasises the difference between then and now (1) • ‘(a brand...) nursery rhyme farmer’ (1) suggests eg people didn’t associate McDonald’s with food/associated MacDonald /McDonald’s with a nursery rhyme/song (1) • use of inverted commas/“golden arches”/“Big Mac”/example of new symbol/product (1) suggests eg unknown/new (term) (1) • ‘(“golden arches”) means nothing’ (1) suggests lack of understanding (1) • ‘To the viewer, “golden arches” means nothing.’/use of inversion/use of short sentence(s) (1) emphasises strangeness (1) • ‘(“Big Mac” is just an) oversized raincoat’ (1) suggests confusion over new term/shift in meaning (1) • use of humour (1) emphasises lack of understanding (1)

Question			Expected response	Max mark	Additional guidance
3.			<p>Any four points.</p> <p>NB Lifts of 'Happy Meal' and 'drive-thru' are acceptable.</p>	4	<p>Possible answers</p> <ul style="list-style-type: none"> • 'Fast forward to 1983 and there are still only 100 McDonald's restaurants in the UK' OR 'The odds remain against most people seeing one' glossed by eg (in 1983/early in the decade) there was a fairly small number of restaurants/the chain remained largely unknown/there was slow growth (1) • 'the first franchises were given out by McDonald's to allow individuals to run their own stores' glossed by eg people were given the opportunity to own/to manage restaurants (1) • 'Another introduction is the Happy Meal' glossed by eg McDonald's brought in new products/widened its range (1) • 'things have moved on from buying food to buying emotions' glossed by eg (purchasing) food became associated with feelings/mood (1) • 'Things are now about experience' glossed by eg a visit to McDonald's is about more than the food (1) • 'The stand-out concept in late-86, though, is the drive-thru' glossed by eg (McDonald's) introduced the new idea of not needing to go into the store to buy food (1) • 'the missing "o", "g" and "h" letting Brits know things are different' glossed by eg McDonald's is innovative/forward-thinking/influential (1) • 'Or at least in Manchester, where the first one opened, followed before the end of the year by drive-thrus in London and the West Midlands' glossed by eg drive-thrus became more common (1)

Question			Expected response	Max mark	Additional guidance
4.			Reference (1) Comment (1) x2	4	Possible answers <ul style="list-style-type: none"> • ‘wacky’ (1) suggests eg odd/weird (1) • ‘(one with) technology’ / ‘electronic ordering’ (1) suggests eg unfamiliar/alien systems (1) • ‘didn’t trust’ (1) suggests eg unreliable/not sure about/did not believe in (1) • ‘“space age”’ /use of inverted commas (1) suggests eg futuristic/unknown/unusually modern (1) • ‘disembodied (dialogue)’ (1) suggests eg unnatural communication (in the ordering process) (1) • ‘overseen by teens’ (1) suggests eg odd nature of young people being in charge (1) • ‘(teens) in caps’ (1) suggests eg unusual uniform (of staff) (1) • ‘..., with its electronic ordering of goods via disembodied dialogue,...’ /use of parenthesis (1) emphasises the technology was unfamiliar (1)
5.			Any pair, OR two correct selections covering different directions.	2	Possible answers <ul style="list-style-type: none"> • ‘(The) futuristic (nature of it)’ looks back (1) to ‘space age’ OR ‘electronic ordering’ OR ‘disembodied dialogue’ OR paraphrase of any of the above (1) • ‘didn’t understand (what was meant to happen)’ looks forward (1) to ‘didn’t quite know their purpose’ OR ‘but ate it in the car park’ OR ‘driving through for its own sake’ OR paraphrase of any of the above (1) • ‘(The) futuristic (nature of it)’ looks back (1) to ‘didn’t understand (what was meant to happen)’ looks forward (1)

Question			Expected response	Max mark	Additional guidance
6.			<p>Any six points.</p> <p>NB All points must be focused on eating habits.</p>	6	<p>Possible answers</p> <ul style="list-style-type: none"> • 'left people confused as to whether to take home the food' glossed by eg customers were uncertain where to eat their food (1) • 'so outwith the realm of everyday experience' glossed by eg a very different eating option became available (1) • 'it created doubt over how to be' glossed by eg fast food customers were not sure how to behave/act (1) • 'Before the arrival of fast food establishments, children's experience of eating out was limited' glossed by eg fast food places increased young people's opportunities to visit restaurants (1) • 'Social eating tended to happen at home, or at school, or at a friend's house' glossed by eg getting together for a meal did not tend to take place in restaurants (1) NB Accept lift of 'house' or 'home' • 'here was a restaurant where they did not have to keep their legs still' glossed by eg young people could relax and enjoy themselves in fast food restaurants (1) • 'It was a picnic inside' / 'Before, I had been used to knives and forks, but here you were out of the house and using your hands without a plate' glossed by eg the habits of outdoor eating were brought into the restaurants (1) • 'It was a picnic inside' / 'Christmas in July' glossed by eg going to a fast food place was fun/a treat (1)

Question			Expected response	Max mark	Additional guidance
					<ul style="list-style-type: none"> • ““exotic”” / ‘the Filet-o-Fish “posh”’ glossed by eg people could try new/different/ sophisticated foods (1) • ‘the taste secondary to going at all’ / ““event”” / ‘an experience and destination unto itself’ glossed by eg the visit (to the restaurant) was more important than what you ate/ was a special occasion (1) • ‘a cultural shift towards American eating habits’ glossed by eg the way we ate became more American (1) • ‘I couldn’t conceive of people just going for something to eat, but after a while, I was one of them’ glossed by eg it stopped being a special occasion (1) • ‘And yet my parents felt the need to formalise it all by choosing what amounted to a starter, a main course and pudding’ glossed by eg some people stuck to old ways/ still wanted a traditional 3 course meal (1)
7.			1 mark for each point glossed.	2	<p>Possible answers</p> <p>(A mixture of) following the rules (1) (and) aspects which suit/meet the public’s needs (1)</p>

Question			Expected response	Max mark	Additional guidance
8.			<p>Reference (1) Comment (1) x2</p> <p>NB For full marks candidates must make reference to both 'Now' and 'Then'.</p>	4	<p>Possible answers</p> <p>Now</p> <ul style="list-style-type: none"> • 'nostalgic' / 'excited to recall' (1) suggests eg people (now) have fond memories of eating it/discovering it for the first time (1) • '(it is now a) background thing' / 'rarely resulting in a second glance' (1) suggests eg it has become very commonplace/nowadays people have become used to it (1) • '(its) discarded (gherkins)' / 'left on a table top' (1) suggests eg that parts of it are not to everyone's taste (1) • 'crinkly' (1) suggests eg withered/unappealing (1) <p>Then</p> <ul style="list-style-type: none"> • '(drew kids) gasps' (1) suggests eg (it was once) shocking/exciting (1) • 'rip up the rulebook' (1) suggests eg it was seen to be a breakthrough/big change/something original (1) • 'mirrored' / '(a sort of bun and beef) palindrome' (1) suggests eg people liked the look of it/thought it was new and weird (1) • 'crucially' / use of parenthesis/dashes (1) emphasises eg people thought the big Mac required strong teeth (1) • '(only for) truckers' / '(and) wrestlers' / 'milk teeth-free' (1) suggests eg people thought it had a narrow target market (1) • '(only for) truckers' / '(and) wrestlers' (1) suggests eg people thought you had to be big and strong (1) • 'milk teeth-free' (1) suggests eg people thought it was for grown-ups only (1) • '(must be) a rule about it' (1) suggests eg people thought it was subject to conditions/conventions about who would eat it (1)

Question			Expected response	Max mark	Additional guidance
9.			<p>Selection (1) Comment (1)</p> <p>NB do not reward a response which simply says 'it sums up the main ideas of the passage etc' unless the candidate goes on to explain what the main idea is.</p>	2	<p>Possible answers include</p> <ul style="list-style-type: none"> • 'early fast food experience' (1) repeats the idea of eg '1986 being a year of firsts' OR repeats the idea of 'McDonald's opened its first UK drive-thru' etc (1) • 'confusion' (1) repeats the idea of 'To the viewer, "golden arches" means nothing' OR 'It seemed a wacky idea' OR 'didn't quite know their purpose' OR '"We were never sure," Chris said, "about how quickly to get away"', etc (1) • 'newness' (1) repeats the idea of 'the first franchises' OR 'Another introduction is the Happy Meal' (1) • 'thrill' (1) repeats the idea of 'a thrill now difficult to imagine' OR 'Chris remembers it as an "event" etc (1) • 'It sounds like love' / '"Lovin' it"' (1) repeats the idea of 'The figures show consumers really are "lovin' it"' etc (1) • 'in a different century' (1) repeats the idea of '1975' OR '1986' OR 'the 1980s' etc (1) • 'eating habits have certainly changed' (1) repeats the idea of 'cultural shift towards American eating habits' (1) • 'cultural shift' (1) repeats the idea of 'things have moved on' (1) • 'awareness of how and what we eat' (1) repeats the idea of 'using your hands without a plate' / refers back to the title (1) • reference to a linguistic element from final paragraph eg list/rule of three (1) repeats similar construction from earlier in the passage (1)

[END OF MARKING INSTRUCTIONS]