

HOLIDAY FUN:

Developing higher level reading skills

A: Seville is voluptuous and evocative. It has to be seen, tasted and touched. The old quarter is Seville as it was and is. Walk in its narrow cobbled streets, with cascades of geraniums tumbling from balconies and the past shouts so loudly that one can almost glimpse dark-cloaked figures disappearing silently through carved portals

B: 2wentys Flights are ready to blast off again for summer 99. It's a new concept in flying where we give you what you want (not what some old gipper wants). Let's face it, if you're flying to Ibiza it's Sasha and Digweed not Mozart and Back you're after

C: For your next holiday, why don't you take all your money and put it on the fire? Then stand in a fridge for a week, beating your children with a baseball bat until their arms and legs break. And then, after you've eaten some melted cheese, dislocate your shoulder.

If all of this appeals then you are probably one of the 1.3 million British people who go on a skiing holiday at this time of year.

- 1 Look at text A and B. What attractions do they each offer to their customers? (4 marks)
- 2 Look at texts A and C. Compare the way they use language. (16 marks)

Look at text A and B. What attractions do they each offer to their customers? (4 marks)

Mr B's commentary:

This is a badly worded question. I will put myself in the exclusion room for writing it. It only carries 4 marks so I will get full credit if I can make 4 points supported with examples. Here's the first point:

Text A presents the reader with a picture of Seville that might be attractive to older visitors. It describes the city as "voluptuous" and "evocative". This vocabulary is formal and will be inaccessible to many readers. It therefore suggests that the text is being aimed at people who are older and with bigger vocabularies

(This would get a high grade. You could too if you write clearly, make a point, support it with an example, and then explain how or why the example is relevant).

Look at texts A and C. Compare the way they use language. (16 marks)

The two texts are about holiday destinations, but they use language quite differently. Text A is more impersonal. It doesn't use the words "you" or "me", so there is no relationship between the writer and reader. Instead it is a formal description. The writer does use the word "one" and this makes it feel even more formal and even more impersonal because he could have said "you" or "I" instead. The idea seems to be to encourage the reader to focus on the place rather than the writer's own opinion.

(This would get a high grade, though it's not brilliantly clear. Notice once again how I focus on specific words and embed these in my sentences. Notice how I comment on their effect and then try to say why/how it works.

Words I use that you should try to use more:

- *Seems*
- *Suggests*
- *Focus*
- *Impersonal*
- *Formal*
- *Inaccessible*
- *Encourage*

Old Mr B: December 2011