These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.
SECTION A  COMPREHENSION

QUESTION 1  MAKING MEANING OF TEXTS

TEXT 1

1.1 The header says "Why are we still on Facebook?"
One mark for the quotation. (1)

1.2 UOD. The students browsed the profile pictures before deciding to meet up at a party. It was based purely on physical attraction. (2)

1.3 perished/died/departed/ended/expired/ceased
UOD. (Consider other suitable options) (1)

1.4 True. It used to be for Harvard students only and now it "shed those roots" and can be accessed by anyone. They may mention "shed its Harvard-only" roots. One mark may be awarded if the learner only provides "true". Award both marks if it is clear from the explanation why the learner chose "true". (Also accept well formulated valid motivations.) (2)

1.5 UOD. A need to belong. A need to be included/not to be excluded. A need to be popular. A need for acceptance, etc. A need/want to feel important/not to be treated as second best. There is a tinge of jealousy as well. (Any one – consider other suitable options) (1)

1.6 UOD depending on the argument.
Fact – This is based on Facebook-related research and reviewed by psychologist Robert Wilson. OR Opinion – Robert Wilson reviewed the research, hence forming an opinion from the research – his own opinion. Other factors were also mentioned.
If the learner offers "fact/opinion" without an explanation, award a 1 mark only. (2)

1.7 • Accessible
• Efficient
No marks to be awarded for the word "best" as it is in the question and does not explain the reasons for it being the best. Accept paraphrasing. (2)

1.8 1.8.1 Figuratively
It is definitely not literally taking lice off your friends' or literally clipping their nails. (1)

1.8.2 The phrase implies that you teach your friends how to treat you/a way to compliment your friends and to make you all look good in the eyes of the world. Get friends to publically acknowledge their connection/approval of you. Award one mark for the explanation. (1)

1.9 UOD. Negative. To be ignored when other people are around is a negative experience. It does not validate your existence or importance to the other person. Award one mark if the learner only provides "negative". (2)
1.10 C – first

1.11
- Instagram
- Snapchat
Note: no mark to be awarded if the learner answers "Friendster".

1.12 UOD. Any answer that relates to an instant gratification, e.g. not delayed access to a connection to other people/Keeping it simple/Quick access, etc. is acceptable.

1.13 The dilemma has to do with the level of privacy. When a user is on Facebook, he/she cannot access information others share without simultaneously revealing/exposing himself/herself to other users.

1.14 A, B or C
After panel deliberation, it was decided to accept options A, B and C because alternative options may also be argued as correct.

TEXT 2

1.15 The advertisement is about accessing your Facebook account faster. This is not a great thing to tempt an addicted Facebook user with.
(An example may be accepted, e.g. it is like writing an article about being addicted to alcohol and then having an advert on the page about discounted rates for alcohol if ordered online.)
Award two marks if candidate successfully linked the ideas of Facebook being a disease to the advertisement that encourages the Facebook user to make use of Facebook Login – a service that allows the access to your account to be easier and faster, thus making it even more addictive.

1.16 Uncool

TEXSTS 1 AND 2

1.17 Accept alternatives if it is relevant.
"Teenagers – often expected to over-share – are opting for private profiles more than sixty per cent of the time." OR
"They often limit what they share and whom they share it with."
Award two marks if the quotation is relevant.

1.18 UOD. Marks may be awarded if learner indicates that Text 1 mentions how Facebook users feel validated when others publicly acknowledges them and Text 2 indicates that Facebook users will wake up in the middle of the night to check if anyone validated them with a "like" on a status. Both these activities indicate insecure and attention-seeking individuals.
Be open to a learner possibly agreeing with one, e.g. insecurity but not attention-seeking. Award two marks in line with the strength of the argument.
**SECTION B SUMMARY**

**QUESTION 2** SHOW UNDERSTANDING BY SUMMARISING

<table>
<thead>
<tr>
<th>Original Corresponding Information</th>
<th>Own Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you're in a relationship and are having trust issues, it's easy to start spying on your partner using Facebook. Some people go beyond picture-spying and actually log into their partner's Facebook accounts to read their messages. <strong>If you're having trust issues, don't spy on their Facebook page.</strong> Instead, deal with it with your partner.</td>
<td>Don't use Facebook to spy/stalk on your partner./Don't read your partner's messages.</td>
</tr>
<tr>
<td>We observe the life-details of friends by browsing their Facebook photos. This can be fun but there are downsides. It is easy to feel like your own life is a little ordinary when you start to compare yourself to others on Facebook. If this happens and you feel worse off, it's time to take a break from Facebook.</td>
<td>Don't use Facebook to compare your life to the lives of others.</td>
</tr>
<tr>
<td>Facebook is not a forum to air your dirty laundry. If you have the impulse to bully someone you know on Facebook, it's time to walk away.</td>
<td>Don't use Facebook to (verbally) attack another person./Don't bully anyone.</td>
</tr>
<tr>
<td>Many relationships have suffered when a Facebook comment was misinterpreted and caused feelings of sadness or resentment. <strong>When the stakes are high or you're upset with someone, rather address these relationship issues face-to-face.</strong></td>
<td>Don't have important/sensitive/private relationship conversations on Facebook.</td>
</tr>
<tr>
<td>Facebook &quot;stalking&quot; will reinforce any insecurities you have and will detract from your confidence. Rather focus on arranging meetings in the real world, e.g. social events or going out with friends. This way a new relationship will start on a much stronger footing.</td>
<td>Don't Facebook &quot;stalk&quot; people you're attracted to./Don't stalk (haunt?) your partner/friend.(Not to be confused with first point).</td>
</tr>
</tbody>
</table>

**Marking:**
Marker is required to mark up to a maximum of 68 words and draw a double oblique stroke. Nothing after the double oblique stroke will be marked.

**Mark allocation:**
Five facts = two marks each. If a fact is partially presented, award one mark.

**Penalties:**
Underline all language, sentence construction, and grammatical errors.
0–3 errors: no marks subtracted.
4–6 errors: subtract one mark from total.
7+ more errors: subtract a maximum of two marks.
3+ quotes: subtract one mark from total.
In paragraph format: subtract one mark from total.

10 marks
SECTION C  POETRY

QUESTION 3  MAKING MEANING OF POETRY – SEEN POEMS

TEXT 4

THE WORLD IS TOO MUCH WITH US

3.1 It means that humans are too caught up in worldly/material/earthly things/People don't care about nature anymore. (1)

3.2 "Little we see in nature that is ours;"/"for this, for everything, we are out of tune;"/ "we lay waste our powers;" (1)

3.3 3.3.1 A – an oxymoron

3.3.2 The word "boon" means something that functions as a blessing or benefit whilst the word "sordid" means of low morals, shameful, shady, etc. hence it being an oxymoron. (1)

3.4 Personification/alliteration/assonance. (1)

3.5 3.5.1 It means believing in a faith/religion that is out of date/ancient/not relevant/old fashioned. (1)

3.5.2 It is an innocent state of being – believing in gods who can fix things/The speaker would rather rely on nature than modern societal norms. Accept candidate's paraphrasing. (1)

3.6 3.6.1 Learners may opt to explain either Triton OR Proteus.
   • Triton may guide humanity back to the right path – might be able to calm the stormy situation. OR
   • Proteus might see into the future and might help humans adapt. (1)

3.6.2 In the first two lines of the poem he is honest about feeling hopeless/about how humanity treats nature, but in the last four lines he is trying to pretend/lie to himself that the mythological gods can save the situation. There is a sense of humility and acknowledgement that others have gone before and are wiser./It may reflect false hope/intensified disillusionment. One mark for mentioning the first two lines' meaning and one mark for mentioning the last four lines' meaning. (2)

AND
TEXT 5

ANTHEM FOR DOOMED YOUTH

3.7 UOD. Youth are associated with life and an anthem is usually a song of praise or gladness. To sing this for DOOMED youth is ironic … it is a song sending them off to war to die./The anthem is usually associated with patriotism, yet this poem is not patriotic – it is the reality of war, which makes singing an "anthem" when your loved one is doomed ironic.

One mark for explaining "anthem" and one mark for linking it to "doomed youth" explaining the irony. (2)

3.8 3.8.1 Simile

3.8.2 UOD. The speaker compares young men going off to war as animals being sent to the slaughter.

3.8.3 UOD. He feels that young men are treated like animals – slaughtered like cattle. He feels it's not humane./He is disillusioned.

3.9 Alliteration. "Stuttering rifles' rapid rattle"

3.10 B – weeping

3.11 "(but in their eyes) shall shine the holy glimmers of good-byes."

3.12 UOD. Family, wives, girlfriends, sisters, mothers, mistresses.
QUESTION 4  MAKING MEANING OF POETRY – UNSEEN POEM

TEXT 6

WITH THESE HANDS

4.1 The speaker is reflecting on his/her life/reflecting on how he/she has lived his/her life and on how, now being old, his/her life feels unfamiliar/longing for the past. (2)

4.2 "With these hands I have learned to kill/As much as I have learned to live." (1)

4.3 The speaker sees his/her hands as the way/weapon through which his/her anger is expressed. (1)

4.4 The line "These hands are the limitations of my self" shows that one is only limited by how much or little effort one gives to achieve what one wants. (UOD. Words to this effect.) (2)

4.5 4.5.1 D – uncertainty (1)

4.5.2 His/her younger life (also accept reference to a different stage of life.) (1)

4.6 UOD. E.g. The reader is being warned that you control your own life by your actions, as is revealed by the phrase "with these hands"./The reader is warned that no matter what you do in life, you will one day grow old, as is revealed in the phrase "These hands grow old". Award one mark for an explanation of the wisdom revealed and one mark for a reference to the poem. (2)

30 marks
SECTION D  COMMUNICATIVE LANGUAGE

QUESTION 5  ADVERTISEMENT

TEXT 7

5.1  5.1.1 B – Provide information

5.1.2 UOD. The advertiser provides information about domestic abuse and urges the public to report the abuse in order to save someone being abused.

5.2  5.2.1 UOD – any three of the following points. No mark to be awarded for yes/no.
Yes – it is effective in as far as it provides information about how to contact the relevant people if you know someone who is being abused.
The handset of the public phone looks like a fist punching the woman. This relates to the message of calling in abuse. Picking up the handle is removing the abuse from the picture and also from the situation.
No – be open to a learner's argument if it is relevant.
The visual looks like a fist = one mark.
The action that the advertiser wants = one mark.
If learner shows a deeper figurative understanding/metaphoric understanding of the handle being removed relating to the abuse being removed = one mark.

5.2.2 UOD. Yes – The attention of the reader is drawn with the thought that someone needs saving. OR No – It isn't interesting enough to draw the attention of a reader.

5.2.3 UOD. Award a mark for a relevant caption and an explanation that justifies it, e.g. make a difference, make a call. The advertisement asks the public to stop someone you know from being abused by calling a helpline. This is making a difference. (Words to this effect.)

QUESTION 6  CARTOONS

TEXT 8

6.1  Love, Dad.

6.2 Your mother and I are fine.

6.3 The traffic officer gave me a fine.
Also accept "fine" meaning thin and narrow, e.g. "fine hair".

6.4 The mother's mouth is turned downwards, which shows sadness. The facial expressions look serious and sad.

6.5 UOD. He/she is commenting on how technology has replaced human interactions/family relationships, etc. (Words to this effect.)
QUESTION 7  TEXTUAL EDITING

TEXT 9

7.1 Omission/Contraction – let us be clear. (Paraphrasing of terminology accepted.) (1)

7.2 7.2.1 they (1)

7.2.2 were (1)

7.3 7.3.1 A – Sarcasm (1)

7.3.2 The speaker is referring to the "friends feature" on "Facebook" and implying that the connection she has with the other girl is not really friendship but merely a superficially linked connection on a social networking site. (1)

7.4 UOD. Do you understand? DO NOT ACCEPT: "Do you have it?" The question relates to the context in which the quotation is used. (1)

QUESTION 8

TEXT 10

8.1 8.1.1 but (1)

8.1.2 and (1)

8.2 Candidates are being looked for on social networks (by recruiters). (1)

8.3 It provides additional information/parenthesis. (1)

8.4 choose (1)

8.5 CV/curriculum vitae (Ignore spelling.) (1)

8.6 suggest = suggests (1)

8.7 meat = meet (1)

8.8 C – Preposition (1)

8.9 It's awkward, isn't it? (1)

30 marks

Total: 100 marks