



National  
Qualifications  
RESOURCE

**X824/76/01**

**Marking Instructions**

**English  
Reading for Understanding,  
Analysis and Evaluation**

Please note that these marking instructions have not been standardised based on candidate responses. You may therefore need to agree within your centre how to consistently mark an item if a candidate response is not covered by the marking instructions.



## General marking principles for Higher English: Reading for Understanding, Analysis and Evaluation

*Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.*

- (a) Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.
- (b) If a 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.
- (c) We use the term 'possible answers' to allow for any variation in candidate responses. Award marks according to the accuracy and relevance of the candidate's response.

Passage 1

Question		Expected response(s)	Max mark	Additional guidance
1.		<p>Candidates must use their own words. No marks for straight lifts from the passage.</p> <p>For full marks two signs must be identified.</p> <p>Award marks 1+1</p>	2	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• it was generally accepted that there were indications that the end of the high street would happen in the near future ('It's not as if no one saw it coming')</li> <li>• this change had been spoken about for some time ('long been predicted')</li> <li>• an expert advisor was employed to try to make high street shops perform better ('government...special consultant')</li> <li>• in the USA, an internet company's sales overtook those of the largest physical retailer ('Amazon...Walmart')</li> <li>• some famous UK retailers reduced in size ('well-known...shrunk')</li> <li>• some famous UK retailers ceased trading ('closed their doors permanently')</li> <li>• there was a significant reduction in employment ('loss of 85,000 retail jobs')</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
2.	<p>Award <b>2 marks</b> for detailed/insightful comment plus quotation/reference.</p> <p>Award <b>1 mark</b> for more basic comment plus quotation/reference.</p> <p>Award <b>0 marks</b> for quotation/reference alone.</p> <p>Award marks 2 + 2, 2 + 1 + 1, 1 + 1 + 1 + 1</p>	4	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• ‘one by one’ suggests a cumulative/ongoing process</li> <li>• ‘picked off’ suggests an attack over which the shops had no control/were powerless</li> <li>• the list ‘Travel agencies...bookshops’ suggests the variety/scale of those affected</li> <li>• ‘endangered/endangered list’ suggests there were many/a variety who were vulnerable/at risk of extinction</li> <li>• ‘(...imperishable fixture)’ suggests the mistaken belief that takeaways were a permanent/established feature of the high street</li> <li>• ‘(...imperishable fixture)’ parenthesis emphasises that even takeaways are struggling</li> <li>• ‘(complete) demise’ suggests the collapse/downfall/disappearance of physical shops</li> <li>• the list ‘like CDs...answering machines’ suggests the variety/scale of items whose usefulness once seemed assured but now they are obsolete</li> <li>• repetition of ‘like’ emphasises that the fate of shops is similar to other established features</li> <li>• ‘invincibility’ suggests shops once were a strong/powerful/indestructible feature of the high street</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
3.	<p>Candidates must use their own words. No marks for straight lifts from the passage.</p> <p>Award <b>2 marks</b> for detailed/insightful comment.</p> <p>Award <b>1 mark</b> for more basic comment.</p> <p>Award <b>0 marks</b> for reference alone.</p> <p>Award marks 2+1 or 1+1+1</p>	3	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• huge areas would be left unused/worthless ('vast stretches of redundant urban landscape')</li> <li>• many towns are shaped/defined by their shopping districts so the loss would have a significant impact ('identity and self-esteem of entire towns... wrapped up with retail')</li> <li>• the long/varied heritage of many towns could also disappear ('market town')</li> <li>• for many people, shopping also performs the function of socialising/connecting with others so this too would be lost ('one of the main forms of shared public life')</li> <li>• the high street allows people to belong/to connect/to be part of something so the impact would be widespread ('locality and community')</li> <li>• the loss would result in many desolate areas ('empty spaces')</li> <li>• it would have the same devastating effect on communities as the loss of the manufacturing industries ('past closures of docks and factories')</li> <li>• it would affect the very heart of communities and be all the more obvious because of this ('centres of towns and cities.')</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
4.	<p>For full marks candidates must deal with both imagery and sentence structure, but not necessarily in equal measure.</p> <p>Award <b>2 marks</b> for detailed/insightful comment plus quotation/reference.</p> <p>Award <b>1 mark</b> for more basic comment plus quotation/reference.</p> <p>Award <b>0 marks</b> for quotation/reference alone.</p> <p>Award marks 2 + 2, 2 + 1 + 1, 1 + 1 + 1 + 1</p>	4	<p>Possible answers include:</p> <p><b>Imagery:</b></p> <ul style="list-style-type: none"> <li>• ‘less a case of death...reincarnation’ suggests there could be a rebirth/renewal of physical shops</li> <li>• ‘bright new world’ suggests anticipation/promise of something wonderfully, totally different</li> <li>• ‘perfectly tailored’ suggests this new way of shopping has been custom made for each individual</li> <li>• ‘brimming’ suggests overflowing/crammed full of delights</li> <li>• ‘giddy pageant’ suggests shoppers are amazed/thrilled by the extravaganza/celebrations/performance</li> <li>• ‘tumbling on’ suggests the excitement of the events continues gathering momentum (on social media)</li> </ul> <p><b>Sentence structure:</b></p> <ul style="list-style-type: none"> <li>• repetition of ‘in which’ stresses a sense of growing excitement</li> <li>• use of colon after ‘desires’ introduces an elaboration on the idea of a personalised shopping experience</li> <li>• repetition of ‘you’ personalises the experience</li> <li>• parallel structure ‘you run/you feel/you enjoy’ suggests the pace/momentum of the thrilling experiences on offer</li> <li>• present tense ‘you run/you feel/you enjoy’ suggests the intensity of the emotional engagement</li> <li>• list of positive verbs suggests the number/variety of pleasurable activities there are</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
5.	<p>Award <b>2 marks</b> for detailed/insightful comment plus quotation/reference.</p> <p>Award <b>1 mark</b> for more basic comment plus quotation/reference.</p> <p>Award <b>0 marks</b> for quotation/reference alone.</p> <p>Award marks 2 + 2, 2 + 1 + 1, 1 + 1 + 1 + 1</p>	4	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• ‘irrigate the landscape...helped to parch’ suggests the irony that they are providing sustenance for aspects of the sector they caused to die off</li> <li>• ‘irrigate (the landscape)’ suggests bringing life to the sector</li> <li>• ‘(helped to) parch’ suggests they denied the high street stores what they needed to survive</li> <li>• ‘countless (high street bookshops to close)’ emphasises the scale of destruction they caused</li> <li>• ‘shape (public life around them)’ suggests they are attempting to mould the way people behave to fit their businesses</li> <li>• list ‘sensuality...exploration’ suggests the scale/variety of pleasurable features that online retailers wish to introduce</li> <li>• ‘reinstated’ suggests they are putting back important aspects which had been removed</li> <li>• ‘fast-moving’ suggests they are progressive/in touch with changing trends</li> <li>• ‘wizarding’ suggests they are capable of creating something magical/marvellous OR suggests they perform trickery/deception/sleight of hand to get what they want</li> <li>• ‘harvested from us’ suggests the companies are reaping profitable information from the general public</li> <li>• ‘a puppet master...desire’ suggests their manipulation of the public</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
6.	<p>For full marks candidates should show understanding of the function: these lines signal the transition from discussing the problems associated with the decline of high street shopping to providing possible solutions, supported by reference to the text.</p> <p>Award <b>2 marks</b> for detailed/insightful comment plus quotation/reference.</p> <p>Award <b>1 mark</b> for more basic comment plus quotation/reference.</p> <p>Award <b>0 marks</b> for quotation/reference alone.</p> <p>Award marks 2 or 1+1</p>	2	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• positive, constructive shift after earlier discussion of significant impact of demise of high street shops ('there is something bigger here/opportunity out of a problem.')</li> <li>• goes on to suggest that there is a solution which draws on what is already there ('revive what is actually good about towns and cities.')</li> </ul> <p><b>NB:</b> Candidates may choose to select quotations from or make references to elsewhere in the passage.</p>

Question	Expected response(s)	Max mark	Additional guidance
7.	<p>Candidates must use their own words. No marks for straight lifts from the passage.</p> <p>Award <b>2 marks</b> for detailed/insightful comment.</p> <p>Award <b>1 mark</b> for more basic comment.</p> <p>Award <b>0 marks</b> for reference alone.</p>	3	<p>Possible answers include:</p> <ul style="list-style-type: none"> <li>• a town has other features to draw upon ('something bigger than shops.')</li> <li>• each town has something different to offer ('draw on their individual identities')</li> <li>• just like a theme park, a town can offer a variety of attractions all in one place ('own Disneyworld.')</li> <li>• towns have the ability to create something special/unique/remarkable ('own 'wow'.')</li> <li>• some towns – such as Stockton-on-Tees – have already achieved successful regeneration</li> <li>• towns (like Stockton) can regenerate by offering a wide range of attractions and leisure pursuits ('amphitheatre/car show/activities and classes')</li> <li>• towns (like Stockton) can regenerate themselves by encouraging one-off retailers to open shops ('New independent shops were encouraged')</li> <li>• people can be encouraged to return to live in town centres which will bring life to them once more ('New homes were built')</li> </ul>

Question	Expected response(s)	Max mark	Additional guidance
8.	<p>Award <b>2 marks</b> for detailed/insightful comment plus quotation/reference.</p> <p>Award <b>1 mark</b> for more basic comment plus quotation/reference.</p> <p>Award <b>0 marks</b> for quotation/reference alone.</p> <p>Award marks 2 + 1, 1 + 1 + 1</p>	3	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• ‘from the bottom up’ suggests a fundamental rethink/totally organic fresh start</li> <li>• ‘Forms of sociability...can grow up’ suggests something organic/more natural with opportunities to participate in more worthwhile pursuits than shopping</li> <li>• ‘adrenaline of consumption’ dismissive phrase suggests that this is something short-lived and impermanent but will be replaced by more genuine ways of connecting</li> <li>• ‘flourish’ suggests vibrant/attractive/full of life</li> <li>• ‘minimal expenditure’ suggests revival/renewal/transformations will not be economically prohibitive</li> <li>• ‘escape (the loneliness)’ emphasises the liberating social benefits to be gained</li> <li>• repetition of questions emphasises the range of worthwhile activities/hope for better things</li> <li>• ‘truer (community)’ suggests more genuine/authentic</li> <li>• ‘(truer) community’ suggests a sense of unity/shared values/people living together in harmony</li> <li>• ‘monster...weakening’ suggests shopping is a terrible, evil force which once controlled public behaviour/lifestyle, but it is now less powerful</li> <li>• ‘escape its tentacles’ suggests the culture of shopping previously spread to/constrained many other areas of society but there is now an opportunity to move away from such consumerism</li> </ul>

Passage 2

Question	Expected response(s)	Max mark	Additional guidance
9.	Key areas of agreement are shown in the grid.	5	<p>Candidates can use bullet points in this final question or write a number of linked statements.</p> <p>The following guidelines should be used:</p> <p>Award <b>5 marks</b> for identification of three key areas of agreement with detailed/insightful use of supporting evidence.</p> <p>Award <b>4 marks</b> for identification of three key areas of agreement with appropriate use of supporting evidence.</p> <p>Award <b>3 marks</b> for identification of three key areas of agreement.</p> <p>Award <b>2 marks</b> for identification of two key areas of agreement.</p> <p>Award <b>1 mark</b> for identification of one key area of agreement.</p> <p>Award <b>0 marks</b> for failure to identify any key areas of agreement and/or misunderstanding of the task.</p> <p><b>NB:</b> A candidate who identifies only two key areas of agreement may be awarded up to a maximum of four marks, as follows:</p>

Question	Expected response(s)	Max mark	Additional guidance
			<ul style="list-style-type: none"> <li>• two marks for identification of two key areas of disagreement plus:</li> </ul> <p><b>either</b></p> <ul style="list-style-type: none"> <li>• a further mark for appropriate use of supporting evidence to a total of three marks</li> </ul> <p><b>or</b></p> <ul style="list-style-type: none"> <li>• a further two marks for detailed/insightful use of supporting evidence to a total of four marks</li> </ul> <p>A candidate who identifies only one key area of disagreement may be awarded up to a maximum of two marks, as follows:</p> <ul style="list-style-type: none"> <li>• one mark for identification of one key area of disagreement, plus a further mark for use of supporting evidence to a total of two marks</li> </ul>

Area of agreement		Passage 1	Passage 2
1	effects on the urban landscape	many town centres/high streets have been badly affected by the loss of well-established shops	many town centres/high streets have become unattractive/desolate with empty shops
2	impact of the Internet	online retailers can provide the same range of goods and services as the high street thus causing physical shops to lose business	ease of internet shopping, eg reference to home delivery service, means customers choose this over physical shops
3	historical/poor decision-making contributed to decline	retailers in the past made all town centres identical 'cloning every town and it doesn't work'	previously, town planners gave little consideration to individuality 'carbon copies'
4	impact of decline on people/society	visiting high street shops is an important social activity for some people	high streets are important features of communities, eg reference to the writer's personal experiences in London and Wales
5	physical retailers can work in different ways	retailers are trying to redefine their stores to provide 'experience' shopping and events	physical shops are diversifying in order to provide more social 'experiences'
6	belief that town centres can be revived	town centres can draw upon what is already there as starting points, eg the reference to Stockton-on-Tees	town centres can be made more inviting in order to attract visitors, eg the reference to Derby etc
7	focus of town centres should shift from economic to societal	retail spaces should be remodelled to facilitate more community type projects 'artists' studios, pop-up cafes'	spaces left by physical shops should become places where people can come together 'where people congregate, communicate and feel at home'

[END OF MARKING INSTRUCTIONS]