

hell done!



Anglo-Chinese School
(Independent)

Candidate session number

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Please write question numbers in the following format

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The text type chosen is the cover for a novel called 'Running in the Family', written by Michael Ondaatje. The novel ~~is~~ appears to be ~~a~~ one that ~~combines the~~ genre of an autobiography. Straddles the genres of autobiography and fiction, ~~and one~~ as evidenced by how it is described to be a 'true story with all the ... qualities of fiction'. The purpose of the cover is to ~~attract~~ engage the interest of people who are browsing ~~at~~ through bookstores or libraries, by catching their eye and thereafter painting the novel in a positive light so as to convince them to buy it. The target audience of the book appears to be ~~book covers and readers~~ ~~be readers~~ who are fascinated and interested in mysterious, exotic stories, as the ~~book~~ novel has been marketed as such. This is evidenced by how the novel has been described as 'unorthodox' and even 'kurreal'. The context of the creation of this book cover is ~~that people~~ ~~the~~ with regards to the societal norm in which most people, when deciding on which book to buy ~~often~~ will look at the cover of the book to ~~gain~~ ~~find~~ more information about it to see if they will enjoy reading it. As such, book covers are designed to ~~entice readers as much as possible, and~~ ~~give~~ both give readers information on what the book is about and also to paint the book in a very positive and enticing light. In this case, the ~~book~~ novel appears to be marketed ~~as one which~~ to entice readers by ~~painting~~ characterizing the novel and its storyline by one which is unusual and eclectic.

The cover of the book is structured such that it follows

Watch out for organization and paragraphing.

- not possible to have a whole page cover, this is one of the basic conventions of this type of text. The title of the book is present in large font, so that it can be easily identified.

The title of the book alludes to the 'Running in the Family' alludes to the fact that the story will ~~not~~ be related to family, ancestry and heritage. ~~This~~ Reading it gives the reader a basic clue as to the subject matter of the book. Above the title, in larger font, the name of the

author is given. ~~For~~ ~~any~~ readers or book lovers ~~who~~ already know this author, and the types of novels that he writes, it will give them further indication on the content of this specific novel and the style in which it has been

written, which gives the readers more information on whether or not to buy the book. Above the name of the author of the book, it is stated that the author is the "Booker Prize-winning Author of The English Patient".

For more information;
~~This~~ the naming of the accolade that the author has one ~~reinforces the idea~~ immediately implies to the reader that the writer is skilled, and should therefore read ^{the} book. The inclusion of the novel 'The English Patient' gives the reader more ideas of what the book could be about.

quality of the book could be like as it is ~~ass~~ presumably a famous another famous and well-received work of the author's. Below the title of the book a quote from

a famous author, Margaret Atwood has been included.

It praises the novel, saying that it is 'exotic' and 'exciting'.

The fact that a skilled and famous author has read ~~the~~ the book and enjoyed it gives the reader of the cover to want

to buy the book, as it appeals to their sense of ~~ethos~~ credibility by creating ethos. The image which covers the whole

front cover depicts a family wearing eclectic outfits, and this is in relation to the topic of the novel, in that it is about

ancestry strange ancestry. ~~The reader can visualise the family in the book.~~ The cover is ~~black~~ black. The colour

theme of the cover is black and ~~white~~ maroon, and these dark colours ~~add a further~~ reinforce the idea that the

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subject matter of the book is very mysterious and exotic. You missed an opportunity to analyze on the back cover, the excerpts of reviews of the book from various news outlets have been included. This, like the quote by Margaret Atwood, indicates to the reader that several discerning and credible sources have enjoyed the book and hence it would be of high standards. After the first review, a short synopsis of the book is given to give the reader a clear picture of what exactly the ~~subject~~ plot of the novel is. The fact that it is included after favourable reviews of the book is so that the reader reads the plot with ~~with~~ ^{high} ~~make~~ having predisposed positive notions of the book - This ~~then~~ ^{makes} the reader more likely to be enticed by it and want to buy it. On the bottom of the back cover, more books by the author have been pictured, so that readers have the option of enjoying more of the author's work if they enjoyed this one.

Overall, the tone of the ~~convincing~~ text is very ~~convincing~~ informative, however the information is presented in a very biased and positive light. The apt use of diction and adjectives such as "exciting", "outstandingly evocative" and "colourful" ~~subtly~~ reinforces the idea that the novel will be a good read. The synopsis of the ~~book~~ novel also describes it to "piece together... secrets". This is in line with the ~~reader~~ novel's appeal to the reader as mysterious and ~~fascinating~~ fascinating, and this ignites curiosity in the reader ~~for~~ about these secrets, and makes him want to read the book. All this makes the reader the

very untidy! need to plan before writing

(would provide more clarity)
book is also described to be about a place that is 'now gone' and this creates a further sense of curiosity in the reader as this place that has somehow vanished from existence is the subject matter of the book that they ~~are reading~~ could be reading. The word "shimmering" is used to describe the book ~~which~~ implies that the book is beautiful and stands out ~~amongst~~ ^{from} the crowd, and is better than other books.

//The text also features several literary devices, all ^{igniting} ~~igniting~~ interest in the book by painting it in a ~~posit~~ favourable light. ~~Imagery~~ ^{Visual image} has been used - the novel is stated to be pieced together from 'snapshots' and 'glimpses'. This adds a new dimension to the book, as it engages the readers visual senses, ~~and adds to~~ and makes them want to read it more. ~~the novel is described~~

Furthermore, the ^{Further metaphor} ~~metaphor~~ of the novel being a "billowing, sequined dress" ~~also~~ implies that the novel is beautifully stitched together and written, and the product is the epitome of beauty and wonder. This ~~makes~~ gives the novel the ~~top~~ makes the novel seem gorgeous ~~to the~~ and sublime in the reader's eyes.

Also, the use of ^{the} simile when likening the ^{finger} ~~notion~~ of the to "the movement of a boat" makes it seem like the ~~the~~ novel is so impactful that ~~the~~ it is tantamount to be physically shaken by choppy waters. This, ~~also~~ once again, makes the book more appealing to the reader of the cover.

Personification is also used throughout the text to make a compelling case ~~for~~ ~~buying~~ the book. The story is described to "fall magically" have "grace". This makes it seem as if the novel has been put together in a way such that it is extremely pleasing to read. The book is also described to be a 'portrait', a painting which is usually reserved for human subjects. This implies that the contents of the book are so vivid and well-crafted that they are now human-like. The book is also said to

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have "motion" as if ~~its pace~~ is extremely moving and it were a human. ~~That~~ that could stir up feeling and intensity. This personification collectively paints a vivid picture of what the reader could expect from the book. The ~~book~~ novel also is said to have "achieved the status of a legend" a feat that is considered very hard for humans to perform - the fact that a book has done so truly shows how good it is.

// Juxtaposition has also been employed in order to make the book more appealing. The book is described as "incomplete" yet "beamers". This contrast shows how ~~the~~ unusual the book is - ~~it~~ it has been so well-crafted that these incomplete parts all work synergistically to make a whole. * Another example of ~~justification~~ juxtaposition is when the book is stated to be both "sweet and painful".

~~the extent~~ the sharp contrast between the two ~~emotions~~ ^{emotions} shows how diverse the novel is in terms of its content, in that it can evoke feelings of both sadness and joy.

The ~~strange~~ inversion of the typical ~~dear~~ ^{applied to} ~~meaning of~~ ^{words} the words is also present. The adjectives 'fragility' and 'luck' have been described to be a part of life. ^{How are these applied to the novel?}

These words are ~~usually~~ applied to objects and people respectively, and their use in this context further reinforces the fact that ~~the~~ the novel explores

the surreal aspects of life. This makes the subject matter more interesting. The writer ~~has~~ is also described to be 'agile' in his writing, a term normally used in the physical sense. This shows the extent to which the writer is skillful with his words, able to twist and turn them ~~as~~ as if they were physical

objects. This encourages the reader to buy the book.

In conclusion, the ~~case~~ text type artfully ~~uses~~ ^{well-} makes use of linguistic devices and its structure in order to paint the book as one that is sublime and entices the reader to ~~read it by making~~ ^{well-} ~~it by painting~~ buy it.



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the you referring to the front cover?

The text ~~is the~~ consists of the front and back covers of the book jacket for the semi-autobiographical ^{book} ~~novel~~ "Running In The Family" by Michael Ondaatje, published by Bloomsbury. As the text is used as a print ^{book} ~~novel~~, it is likely to appear in physical bookstores. In such bookstores, books are categorised according to subject matter and are arranged ~~as physically according~~ following the layout of the bookstore. Due to the book's ^{appellation} ~~as~~ "semi-autobiographical", it is likely to be categorised as ~~non-literary~~ non-fiction. Considering this context, the text is likely to be encountered by readers who have an interest in history, culture and literature, as they would be the ones who ~~to~~ would frequent this section of a bookstore. These readers ~~may~~ or The purpose of the text would therefore be to convince passing readers to pick out the ^{best} ~~novel~~ and subsequently introduce them to its subject matter while convincing them to purchase the book. Its function might therefore resemble that of an advertisement. The text is able to achieve this ~~best~~ function ~~through~~ ~~structuring~~ by its division into three key segments, the book spine, the front cover and the back cover. This ~~see~~ commentary will analyse the text by following the development of this structure as it will parallel how a reader might encounter this text.

I don't see the image on the spine? Only the name!

The use of an image on the book spine, together with the use of a garish red color against a white background serves to attract passing readers ^{to pick out} the attention of passing readers. The book is likely to be placed on a shelf, amongst many other titles. Therefore, the spine serves ^{the} an important purpose of competing with other novels for the attention of readers. The publisher would, therefore, attempt to make sure that the book spine is able to stand out on its own. This is achieved in the text through the use of the garish color red against the white background. The text in red is the author's name, "Michael Ondaatje" and it is made more prominent by being placed against a plain, white background. Red is a colour that denotes passion and intensity of emotion, which would suggest that the book is written in a similar emotive style. This, in itself, is likely to make it stand out

from other informational ~~non-fiction~~ texts which might ~~even~~ surround it. There is also the use of a grey-scale image which appears to resemble the image on the front-cover. This is likely used to assure readers that there is a firm ~~text~~, historical premise upon which the book is based. The use of grey-scale ~~also~~ alludes to the fact that the image is a genuine, historical one. This ~~consequently~~ consequently suggests to readers that there is a firm ~~the book's~~ book is firmly based in reality. The combination of the red text and the image, would therefore encourage the ~~passer by~~ to pick out the novel.

Subsequently, after picking out the novel from a shelf, the reader will encounter the front-cover. There is a large, ~~salient~~ image which ~~draws~~ draws the attention of the reader. The image appears to be that of a traditional, Ceylonese family, perhaps that which is mentioned in the title. The people in the image are arranged in a pyramidal fashion, where the ~~top~~ upper portion of the image contains fewer people than the lower portion. The reader is therefore drawn to the lower portion of the image first, and ~~see~~ subsequently follow the vector suggested by the arrangement of the people in the picture towards the top of the page. Besides clearly establishing the reading path, the picture also serves the purpose of assuring the readers that the novel is based in reality despite being ~~late~~ labelled as only "semi-autobiographical". As mentioned earlier, the picture could be that of a Ceylonese family, perhaps ~~the~~ Ondaatje's own ancestors. This could again allude to the fact that the ~~novel~~ book is likely to be deeply personally to Ondaatje and is written ~~in~~ such a way so as to reflect that. The fact that all the persons in the image are looking at the reader demands their attention and focus as well.

The reading path continues at the top of the page, with the introduction of Michael Ondaatje as "[a] Booker Prize-Winning Author". This is an appeal to the ~~the~~ authority of the Man-Bookie organisation so it suggests that Ondaatje is a capable author who has already attained ~~an~~ a high level of ~~competency~~ competency within the field of literature. This suggests that "Running in the Family" is likely to be ~~a~~ of a similar high quality. ~~Subs.~~

Subsequently colouring Ondaatje's name ~~in~~ red also serves to establish his authority as an eminent author, as earlier suggested. His award-winning book "The English Patient" is also colored red, as readers might recognise the award-winning

Good analysis

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novel which they might have encountered before. This encourages reading them to continue reading further.

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The use of the serif ~~typography~~ also serves to show that the ~~novel~~ novel deals with a serious, potentially informative subject-matter which is likely to attract readers of non-fiction. The fact that the text ~~does~~ is overlain on the negative, while space in the image of the penumbra the ~~for~~ cover from appearing cluttered, which also contributes to establishing the reading path.

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After the reader encounters the title of the book "Running in the Family" the reader is then introduced to the title of the book, "Running in the Family". This title is a play on the idiom 'to run in the family' which refers to the inheritance of genetic traits as well as customs ~~from~~ by younger generations from their predecessors. This reflects the subject-matter of the book, which is ~~Ordozja's~~ Ordozja's discovery of his tripartite ancestral legacy where he indeed learns what "run[s] in [his] family". As such, the title aptly distills the subject-matter using a clever play on a ~~very~~ common idiom.

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The reading path ends on the front page with a quote from Margaret Atwood, another renowned author of literary non-fiction. This, ~~seen~~ together with the reference to the Booker Prize, is a form of ethos where Atwood's appeal to the authority of Atwood and Man Booker to establish Ordozja's credibility as an author. Furthermore, Atwood's copious use of adjectival words, such as "exotic and outrageous", and "exciting" serve to engage the reader as well as emphasise her positive perception of the book. She also makes note of the book's semi-autobiographical which she refers to as "a true story with ~~the qualities of~~ [the most of exciting] qualities of fiction". Initially, readers might be sceptical of the fact that the book might not be based in reality. However, ~~Atwood~~ despite Atwood's quote presenting two very antithetical ideas, "a true story" and "fiction", she instead

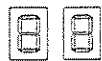


suggests that the semi-autobiographical nature of the book arises from the confluence of an historical account with literary style. ~~that showing~~ This suggests that the book is elevated ~~beyond~~ ~~better~~ beyond that of a traditional non-fiction.

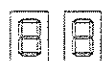
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Following this, the reader proceeds to refer to the back cover of the novel, where they ~~are~~ are presented with a blurb together with several quotes. Interestingly, the publisher ~~appears~~ appears to ~~ascend~~ ~~tradition~~ tradition by beginning with a quote instead of the blurb. This is likely because the quote from the "New Statesman" introduces the novel in a more ~~not~~ creative way than the blurb, which by nature should be impartial. The reader therefore has a much less partial understanding of the novel which might persuade them to purchase the book.

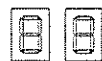
Good observation



The blurb ~~makes~~ serves to introduce the subject-matter of the book. To this extent, we see that there is a noticeable absence of adjectives compared to the quotes. Instead active verbs such as "gathers", "lures" and "leaving" are used to engage reader's with the ~~inspiration~~ Ondacite's inspiration for the novel, his aim to ~~discover~~ rediscover his roots. We also notice the use of tactile and aural imagery in the form of "tropical heat and barking dogs" which again, attempts to engage the reader with Ondacite's very personal ~~reasons~~ reasons for writing the book.



Again, we see the use of adjectives in the quotes provided such as "elegant", "surreal" and "brightly coloured". This serves as another form of ethos, as reputable ~~organisations~~ organisations in the form of the "New Yorker", "Globe and Mail" and the "New Statesman" are used to ground Ondacite's reputation as a ~~well~~ skilled author. The use of adjectives serves to emphasise the positive aspects of the book.



The use of metaphor by describing the book with "the grace of a billowing, seamless dress" also serves to ~~establish~~ ~~the~~ relate to the reader how they might perceive the book through a very positive visual image. This is again ~~referred~~ referred to when the ~~feelings of~~ reader's perception of the book is "lifelike" & [to] the movement of a beat". The use of the simile and the metaphor serve to convince the reader to purchase the book as it suggests that their experience in



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reading the book will be similar to the positive images which are described by the book.

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The bottom of the page ~~establishes~~ establishes Bloomsbury as the publisher of the book. As a reputed publisher, the inclusion of the Bloomsbury name lends some literary weight to Ondaatje, which ~~should~~ ~~in fact~~ ~~encourage~~ is another form of ethos. Bloomsbury has also made the choice to include a logo which shows that the book is made from "paper from responsible sources". In an era where print sales are dwindling due to the advent of eBooks, this stamp serves as an assurance that print ~~novels~~ novels are made with the same environmental consciousness that eBooks offer. However, Bloomsbury has also advertised the fact that the novel is available as a eBook, ~~should~~ ~~passer~~ by find an electronic option more convenient.

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In conclusion, we see that Bloomsbury's development of the reading path has allowed for ~~readers~~ readers to be slowly introduced to the subject-matter ^{of the book} while piquing their passing interest in the ~~novel~~ ^{book}. Combined with an effective use of grayscale, as well as minimalist use of only three colors, red, white and black, Bloomsbury also introduces Ondaatje's reputation as an established author of literature.

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- Excellent analysis provided. A very sophisticated understanding demonstrated of the nuances of the literary features.
- Pleasure reading your paper!



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This text is a blog post from the OxfordWords blog which primarily discusses how the advent of Facebook has transformed or given new meaning to words that ~~are~~ currently are in use and those long out of use. The purpose of this blog post is to inform readers of how Facebook has ~~led to~~ contributed to the development of online colloquial language and vernacular. The blog post also aims to educate those who may not be familiar with such language on the connotations of certain words pervasively used in today's online culture. The target audience of this blog post includes current Facebook users and readers of OxfordWords blog who may be interested in current word trends and new words. Additionally, the audience may also include those not familiar with such language as the blog post provides a literal definition as well as the modern, or online definition of such words when used in a social media context. The context of this blog post would be the fact that Facebook has grown and evolved to become the dominant social media platform over the past decade, and how the creation of new meanings of words to be used online have permeated our everyday language. Furthermore, as words such as "like" and "poke" have had social media contexts attached to their definitions in the Oxford Dictionaries, this blog post could have been written to explain the rationale and significance of these refined definitions.

No need to
give a
boundary list

This essay seeks to elucidate upon how the use of stylistic features such as triadic structure, parallelism, and metaphors, as well as the layout and use of colour in this blog post have effectively ~~convinced~~ accomplished the purpose of the blog post.

Author's
credentials
can be included
here

The tone used in this blog post is one that is informal as seen by the use of contractions such as "it's", "we're", and "won't". This informal tone employed by the author serves to reinforce the informal nature of the subject-matter being discussed and that would be the introduction and pervasive use of words that now have a social media context to them such whether one "liked" your post on Facebook. This reader readers which may include Facebook users would feel comfortable because the informal tone and colloquial language used such as "plain liking" are ~~use~~ commonly used on online social media platforms. This serves to also appeal to the ethos of the readers as the author appears to be familiar with the online culture. The use of first and second-person pronouns such as "our" and "your" ~~when referring to~~ serves to ~~perpetuate~~ propagate a sense of collective ownership over "online culture" which not only helps to create intimacy between the author and readers, but also emphasises how the readers are the very people who have contributed to development of new meanings for words and are the ones perpetuating these additional definitions.

However, the tone employed by the author

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in this blog is also one that is informative. The use of contrasting connectors such as "however" and "albeit" serve to present a balanced discussion of how certain words such as "unfriend" have "had a revival in the wake of social facebook dynamics". Moreover, the use of ~~parentheses~~ ~~and factual information~~ to present factual background information of the word "unfriend" which "existed in its noun form as early as the 13th century" allows the blog post to successfully achieve one of its purposes, and that is to inform and educate readers and facebook users of how the online medium ~~for~~ social networking has revolutionized the language readers use today that may seem common, but were once out of use. Furthermore, the use of factual information ~~as~~ appeals to readers who are interested in word trends as they are able to learn of how a single word has evolved according to the ~~context~~ ^{different and changing contexts} as "unfriend" has evolved from a noun to a verb. Hence, readers are educated on not only the new meanings for words that have now abandoned their archaic definitions, but ~~are able to~~ ~~are~~ ~~at~~ readers also learn of the timeline during which words and their meanings changed. Additionally, the author uses dashes to insert the definition for "facebook wall" in order to educate

em dashes

reader who may not be entirely familiar with the new definitions of such words and this highlights the informative tone of the author because the information is presented in an objective manner.

The author uses ^{synonymous} parallelism in the sub-heading "Evolving technology, evolving language" to draw a parallel between how language has evolved in accordance to technology. As the author highlights how words associated with "now-obsolete technology" are taken out of use, readers are once again informed of how technology has facilitated the transformation of language. In this blog post, the author highlights Facebook as an example where as the functionality of Facebook grew more advance, the definitions of certain words also picked up new meanings such as how the "single profile page" became a "Facebook wall" where messages could be posted, ~~to~~ before evolving into a "multi-level personal hub", the "Facebook timeline" where users can access a ~~new~~ wide range of functions ~~such as~~ ^{and} "curate the material on their own profiles". Additionally, the use of the "continuous tense" for the word "evolving" amplifies the author's aim to convey the importance of technology, and in particular, Facebook, to a continuously changing online culture and the words that have come to be associated with it.

The ~~writer uses~~ author uses the tragic structure ~~as seen from~~ to emphasise

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the complexity of the connotations behind the "Facebook language" that is used to "discuss, characterise, and even define" equally complex relationship statuses. Through this, the author aims to showcase the complexity of connotations of words that have been perpetuated by Facebook such as the setting of one's online relationship status on Facebook as "complicated". The author further expounds on how the use of words such as "official" ~~has fallen~~ ~~have~~ have evolved to possess different meaning due to online culture. The use of metaphors to ~~illustrate~~ liken the "use of official" to a "barometer" ~~is~~ cogently expresses the stage of a relationship ~~as~~ in an online context. As a barometer is used to measure pressure, whether a couple is "Facebook official" serves to indicate the intensity of their relationship. This is further accentuated by the use of enumeration where the author states ~~a~~ a "Facebook" official couple would be "either 1) in a relationship; 2) engaged; or 3) married." Thus the author once again aims to not only inform the target audience of the transformation of words and their meanings due to ~~the usage~~ colloquial and online usage, but also serves to ~~Is it approving or disapproving?~~

very perceptible analysis
The writer's tone here

educate those who may not be aware.

The entire blog post is divided into different sections which aim to each highlight a particular aspect of the transformation of language and its context due to evolving technology. The author expertly uses sub-headings for each section which comprise succinct phrases that allow readers to glean the content being discussed in the section such as the relevance of Facebook language in a romantic context, under "On being complicated, making it official, and the art of stating" and the resurgence of ^{divorced} ~~language~~ that were once abandoned under the "where language goes to die and be reborn". These headings allow readers to systematically learn of the different online contexts of language as well as the many scenarios in which Facebook language has established dominance.

Good observation In line with the author also cogently states the literal and new definitions of words such as "like" and "poke" which is in line with the author's purpose to educate those who may not have a strong online presence. Furthermore, the use of Italics to delineate ~~sentences~~ examples of sentences which the word can be applied in is ~~also~~ a useful feature which allows readers to see the difference in contexts which these words are being used in.



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In the sidebar located on the left of the blog post, the author's name as well as the author's occupation is given in an attempt ~~to~~ to lend credibility to the entire blog post as the author is "an editor for US Dictionaries at Oxford University Press". The use of a large image depicting the ~~Kaka~~ iconic Facebook logo is not only eye-catching but also allows readers to glean the subject-matter being discussed.

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In conclusion, the author has managed to successfully achieve his purpose in informing and educating the target audience through the use of various stylistic features such as metaphors, parallelism, and triadic structure. Furthermore, the layout has efficiently allowed readers to navigate through the content of the blog post. However, one of the most appealing and tasteful features of the blog post would be the use of a blue colour for certain words throughout the blog post which may be hyperlinks that provide additional information. The overall blue theme of the blog post serves to perpetuate the anonymity of the ~~in~~ colour blue with Facebook that is without a doubt,

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one of, if the most, influential social media platform in today's society.

- Leave a line & write to make it neat.

- An extremely sophisticated understanding reflected.

① nicely done! work on time

management for conclusion

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② not much attention to formal

features. Please write question numbers in the following format

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Text 2 is an online article on the portal, oxforddictionaries.com.

The article is written by ~~an~~ editor Allison Wright for the Oxford Words Blog, which falls under the umbrella of Oxford University Press. The article serves to explore and inform readers on the impact of social media, particularly Facebook on the English language. The article focuses on Facebook, in order to commemorate Facebook's "10th birthday" since its inception in 2004. Readers of this article might be dedicated readers of the Oxford Words Blog, but they might also be Facebook fans or ~~stud~~ readers interested in Facebook's anniversary, word origins or the impact of social media on language. The article describes in detail how the use of certain language in social media has altered the meaning of those words in both dictionaries and real life.

The copy begins with the Oxford Dictionaries logo, heading and motto, "Language matters". This introduces the reader to the Oxford Words Blog. ~~The~~ The text and website banner featured at the top of the copy is predominantly blue, the traditionally used colour for Oxford Dictionaries. However, one might also wonder if the emphasis and use of the colour blue throughout the copy is in any way linked to the commemoration of Facebook's 10th anniversary. The banner allows reader to select the language in which they wish to use the Oxford Dictionary, which is likely built-into the blog itself. Readers also may use the links in the banner to access other parts of the [oxforddictionaries](http://oxforddictionaries.com) site, such as the actual "Dictionary", "Synonyms", "Grammar", or just to "Explore" the site in its entirety.

The left third of the first page of the copy provided features the regular conventions of a blog. There is a search function, with

find blog articles related to topics they might be interested in. The deck provides information on the ~~the~~ author of the article, Allison Wright. Allison is shown to be "an editor for US Dictionaries at Oxford University Press". This establishes credibility to the article as Facebook is a US-based social media company that originated as a social network for Harvard University students. Hence, Facebook has most likely had the greatest impact on language in the United States. ~~Hence~~ Thus, the author being editor of the US dictionaries provides her with the experience and credibility to effectively comment on the impact of Facebook on language.

The deck also features the category the article falls under, as well as the tags related to the article. The category and tag links serve a dual purpose. Clicking on the links allows readers to find and explore other articles which are similar in nature to the article featured in the copy, and thus increase their knowledge on the issue. However, reading the category and tag links also provides readers with a basic understanding of what the article will discuss. In this case, the category and tags inform the reader that the article will discuss, "word trends and new words," in the context of or with relation to "social media" and "Facebook," likely highlighting the resulting "changes in word meanings". This provides the reader with an understanding of the contents of the article, which may aid in enticing the reader to read the long and daunting article.

An image is featured at the top, ~~in the mid~~ of the copy, aligned in the center of the page. The image showcases a zoomed in, angled shot of the Facebook logo (a "white 'f' on a blue background") as seen as the thumbnail for the Facebook app on an iPhone. The Facebook logo reinforces the contents of the article, which focus on the impact of Facebook on language. The Facebook image may also entice fans of Facebook to read the article.

Please write question numbers in the following format

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02

* The image links well to the header, "What happens when language becomes "Facebook official"? " by emphasising the impact of Facebook on language. "Facebook official" is in quotation marks, providing reference to the idea and term of relationships being "Facebook official" later on in the article. "Facebook official" also permeates the idea that social media plays a role in giving credence to or validating language, the topic explored in the article. Thus, the header effectively summarises and introduces the contents of the entire article, implying a discussion on how language might now be defined based on social media conventions and usage. Summarising the contents in the header makes for an easier and more clear-cut read for the reader, enticing them to read the article.

03

The article starts off with an introductory paragraph, which provides ~~the~~ readers unfamiliar with Facebook with a brief rundown on the rise of Facebook as well as the context of the post. The paragraph explains how Facebook has "grown into one of the most frequented" social media sites, and how its "now ubiquitous images" and "Facebook vernacular" have been adopted into online culture. Overall, the paragraph explains that the widespread popularity and use of Facebook has influenced a change in the meanings of some of the simplest words in the English language, a topic explored in the next paragraph.
use better vocab!

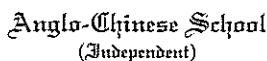
04

The second paragraph first (sports) a sub-heading, "New meanings from real use". The sub-heading functions in a similar way to the heading, briefly summing up ~~and~~ the contents of the following paragraph. The sub-heading also provides clear sign-posting to

nicely done!

the reader, making it easier for the reader to understand the paragraph, as well as its relation to the rest of the article. The article itself highlights how widespread everyday usage of words such as "like, poke and status" have influenced the addition of new social media contexts to the dictionary definitions of these words. The claims and statements made by the paragraph are supported by examples of definitions of "like" and "poke". The definitions are likely taken from the Oxford English Dictionary, a well-established dictionary and the definitions clearly feature the context of Facebook. For instance the definition of "poke" clearly states that it is "on the social networking site facebook"; makes reference to Facebook's 'poke' facility. This most clearly highlights how the definitions of simple words such as poke have changed from lightly jabbing someone on their body to using a 'poke' facility to attract somebody's attention on Facebook. This contrast between the old and new definitions will serve to highlight ~~the~~ to readers the great influence of Facebook on language.

The third paragraph of the article features juxtaposition in the subheading itself, between the words "die" and "reborn". This juxtaposition serves to attract the reader to read on. The paragraph ~~also~~ lends support to the juxtaposition in the heading by presenting two conflicting arguments directly one after another. The argument is that "technological appropriation of common words dilutes the potency of the language". This argument is backed with the example of the dilution in meaning of the word friend, "from a bond of mutual affection to 'a contact on a social networking website'". The opposing argument is that "this same appropriation results in a resurrection... of rare English words that have now been put to productive use." These two arguments are joined with the contrasting connector, "However", further amplifying the juxtaposition and making for an interesting read. Joel



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Baccalaureat International
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The final goodbye on the article features a pun on the word "loking" as was highlighted earlier in the article and reminds readers to both celebrate Facebook's 10th birthday as well as to promote the Oxford Dictionaries page on social media, even providing a link to that page in blue, to create contrast.

In conclusion, the article effectively informs readers on how language has been influenced by social media. ~~and the circular structure~~

Nicely done till the conclusion!
This quality doesn't match the
rest of the essay! A pity!



Anglo-Chinese School
(Independent)

18/20

Grade 7

Candidate session number

0023290141

Excellent!



International Baccalaureate
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This text is an online blog post on Oxford Words blog, written by Allison Wright. It is written during Facebook's 10th anniversary, and seeks to explore the development of Facebook terms. It also demonstrates the author's thoughts on the superficiality of some Facebook actions. Furthermore, it also aims to inform the readers of her educated opinion on the evolution of Facebook terms. In relation to the aforementioned purposes, the post is targeted at readers who are interested in the evolution of the English language in relation to social media. More specifically, it targets people interested in meanings of Facebook lexicon. It also addresses frequent readers of OxfordWords blog. The author has cleverly used formal features such as the title and hyperlinks in order to fulfill her purpose.

Good,
clear
info

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Firstly, the reader is greeted with many hyperlinks. The hyperlinks seek to give an ~~explanation~~ ^{definition} for a word that the reader might be unfamiliar with. Even though words such as "like" and "poke" are understood by the majority, it is still presented as a hyperlink. This seeks to suggest that the author is prompting the reader to find out more about the word, as there may be more to it than the literal meaning we are accustomed to. It actively engages the audience and effectively brings across the change in meaning of words in relation to Facebook. In addition, the author intentionally misuses the word "barometer" as a device to "validate the status of a romantic relationship." Informed readers would know that the barometer is a device to detect weather fluctuations and being a hyperlink, those who do not know are able to find out as well. It highlights the ~~super~~ superficiality of the relationship status on Facebook to reflect the true status of

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Excellent
analysis

scouples in real life. Hence, the author mocks the superficiality through the deliberate misuse of "barometer", as our true relationship status should not be "measured" through a few lines on Facebook.



Secondly, the reader is presented with a huge image at the start, which shows the Facebook application icon on iOS devices. The blue icon of ~~the~~ Facebook is strongly contrasted against the dull, grey background. It puts the icon at the forefront, indicating that the content of the post would be centered around Facebook, and also ^{indicates} how Facebook is becoming a more central part of our lives. It is an effective technique that would fix the attention of the reader onto Facebook, especially when the image is contrasted against the white ^{background} ~~background~~ of the website. Here, it is used to set the context of the article so that the author is able to immediately dive into her opinion on Facebook lexicon.



On the other hand, in the sidebar on the left, the readers are provided with the profile of the author and also the category of the article. The author's profile lends credibility to the blog post as readers know that it is coming from "an editor for US Dictionary at Oxford University Press". The reader is also immediately able to identify the type of post from "word trends and new words" category. This will form a more educated image of the author and readers are able to identify the gist of the post as well. This will reinforce ^{the author's} ~~her~~ opinion on Facebook lexicon.



low about
disclaimer
end of the
article?



sub-headings
be analysed
greater
depth

Furthermore, the author subdivides the post with the use of sub-headings. It easily conveys to the readers what ^{each} point each paragraph is making and also organises the blog post. The sub headings are very powerful in its use of language such as "where language goes to die and be reborn", "evolving technology, evolving language". Words such as "die" and "reborn" catches

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the reader's attention, as it is not possible for language "to die". The use of the word "evolving" illustrates how language is constantly changing in order to match the times. Thus, it provokes the audience to find out more about the evolution of certain words in a certain time period. This ^{subject-verb} elements allow the author disagreement to convey the evolution of Facebook ~~in~~ lexicon effectively while engaging the audience. The title also beckons at the reader to determine the meaning of "Facebook official". It gesticulates at the readers to find out about how ~~the~~ terms normally used within Facebook ~~also~~ would affect the same term used in real life. It is therefore a persuasive title to pull readers in.

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very interesting observation

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Most importantly, the author's voice is most apparent ^{sp} under the "On being complicated, making it official and the art of stalking" section. The author uses a mocking tone to highlight the superficiality of the actions done on Facebook. It ~~do~~ dumps down the intricacies of a failing relationship to two words, "It's complicated". Although usually done ~~to~~ in jest, the term "Facebook official" implies that the asker would not believe the relationship is real unless our Facebook status says so. It is a mockery on the superficiality of our Facebook actions and beckons at readers to rethink about the dumbing down of our relationships to words on Facebook. This point is further enhanced when the ~~the~~ author criticises stalking, noting that "Facebook stalking" ones ex can prove irresistible for the recently dumped. This perversion of a ~~real~~ relationship on social media once again highlights the superficiality of the relationship to some word and pictures. Thus, the author is making a serious stand subtly to denounce the use of Facebook

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to reflect our relationships. It ~~is~~ mocks the highfalutin behaviour of youths who would more actively relate their real life relationship on Facebooks. In doing so, readers are prompted to ~~rethink~~ about the relationship between social media and their real lives.

Lastly, the author makes a pun in the last sentence. It asks the readers to celebrate Facebook's anniversary by "liking" (and just plain liking). The non-existence of the Facebook icon or thumbs up sign is a testament to the author's intention. The author dislikes the superficiality of "likes" and implies that it is enough to like the page in your mind, it is a needless act to convey it through social media. This further beckons readers to re-examine their relationship with Facebook, through the use of humour.

In conclusion, the author is able to convey the ~~quality~~ of language in relation to the proliferation of Facebook lexicon. It can, however, ~~improve~~ its ability on demonstrating the superficiality of our actions, if the author's own voice is spread throughout the blog post instead of being concentrated at the back end.

— What an absolute pleasure reading your essay! Undoubtedly, your critical skills are commendable.

— If you have time to spare then do incorporate a few more of the typographical details relating to the conventions of the text type.