1. List 4 benefits of joining *Fitness First* gym. (4 marks)

ANSWER: 2 months free; free starter kit; free toiletries; free refreshments; free DVD library; personalised programmes; access to other clubs

1. What information is included about the gym? (4 marks)

ANSWER: the cost; the phone number; first club; group classes; equipment; bodyfirst fitness package

1. What is marine litter and what problems does it cause? (8 marks)

MARINE LITTER

household waste; waste from beach users; sewage-related debris; galley and cargo room waste from commercial shipping; nets and fish boxes from fishing vessels; waste from industrial production or distribution and medical waste.

PROBLEMS

Lack of biodegradability; universality; entanglement, reduced movt. Leading to death or injury; poor water quality; reduced tourism; cost to remove

1. How is language used to:
* Describe Jessie J
* Promote the artist and her music

(12 marks)

Indicative Content:

To describe:

* Use of adjectives (often in lists)
* Use of comparatives: with famous people to enhance reputation and the bland
* Combination of tenses: past, present and future to create sense of biography
* Authorial comment: frequently in response to direct quotes from subject – simple sentences
* Repetition of her uniqueness

Promotion and persuasion:

* Direct address to the audience
* Use of superlatives
* Use of rhetorical questions
* Simile
* Adjectives to describe achievements
1. Now look again at all three sources. Choose **two** of these sources and compare the way that both texts use **presentational features** for effect.

I have chosen source.........and source...........

Remember

* to write about the way the sources are presented
* to compare how they look

(12 marks)

FITNESS FIRST

* young girl in gym clothing, smiling broadly, high-stepping and having fun to be the “face” of the gym. A clear colour scheme of maroons, darker reddish hues and pinks to provide continuity. Font sizes variable to draw attention to offers in large font and connectives in smaller fonts. Typeface and font of the gym different and in blue, with two white border/box-outs to separate info and sections of text.”Free” is repeated and seems to fly-in at the top of the leaflet.
* Reverse divided into 3 subsections, all a third of total. Top third very bland, with a standard font in black and only an underline and asterisk breaking up the text in any way. Some block capitalisation used to also emphasise smaller font size and exclamation marks used twice.
* Second third focuses on the benefits: box-out list to left retaining the red-maroon colour scheme of front with white writing to produce continuity; the larger section on right uses 3 colour photos with captions to show the variety of facilities/benefits and provides contact info
* Final third uses logos of other companies to help brand the service and a photoshopped representation of the fitness package; barcode scanner, phone and text numbers to secure communication withg potential customers

SURFERS AGAINST SEWAGE

* The most “standardised” presentation of the 3: simple columns with rather unimaginatively divided text, using 1 subtitle and 2 squared photos. The logo of the organisation is more interesting: the wave and eye, with the 2 colours creates good symbolism.
* The photos are similarly quite standard, with a long shot of the beach in background, but plastic bag ensnared in the foreground. The wave is centred well, but there is nothing remarkable.
* The photo of the activists is another long shot, with faces not being visible and with very much an air of an amateurish holiday snap. The handmade banner augments this, though being visible, it does aid the message

JESSIE J

* Very contemporary, but also trying to suggest class – the colour scheme with the white background, but with the far more urban gold, flowing script of her name with the airbrushed effect really helping draw immediate attention to the branding of Jessie J
* Striking photo which links well with the text and the creation of individuality. There is a link to the cold white background with the fur coat (?) and the fact that she stares straight to camera, means that there is challenge, as well as engagement
* Standard use of the hyperlink bar, though not at the top of the website – perhaps to encourage users to use them: including a non-standard item in italics. Also link to facebook and a login section, allow for users to get info elsewhere
* The writing is repeated and helps develop the brand
* White on black for the body of text (which is very small), contrasts, but retains the colour scheme