

Section A

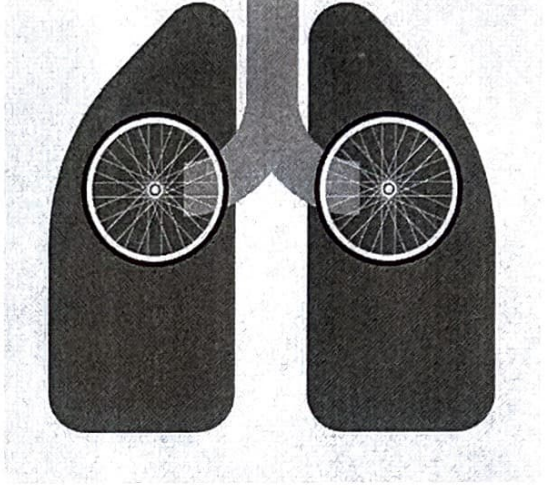
Study the online advertisement (**Text 1**) and an article from a scientific publication (**Text 2**) and answer Questions 1 - 4 in the Question Paper.

Text 1 is taken from an online advertisement by the bicycle maker, Brompton.

Help us save our cities before it's too late. The pressure is building to find a way to ensure cities are healthier places to live in. We believe movement is at the heart of this.

Beginning in our home city of London, we are launching our Campaign for Movement to drive change in the environment.

Join with your Brompton bicycles and help us take a stand.



BROMPTON

Text 2 is taken from an article from a scientific publication regarding cycling.

Cycling is a reliable, convenient, and efficient form of transportation. Physicians promote cycling as a viable mode of active transportation to their patients. In addition to mitigating the health impacts of climate change by reducing greenhouse gas emissions, there are direct health benefits of cycling. Active transportation provides a convenient way for people to meet physical activity targets, all within the framework of their daily commute. One study showed that commuting a distance of three kilometers by bicycle was enough to lead to a statistically significant increase in physical fitness.

Section A [5 marks]

Refer to the online advertisement (**Text 1**) and the article from a scientific publication (**Text 2**) for Questions 1 – 4.

- 1 Look at Text 1. Tick (✓) the most effective title for this advertisement.

- ☐ Why cycling is great for your lungs
- ☐ Breathe better when you cycle
- ☐ Cycling improves air quality in cities

[1]

- 2 The advertisement states that 'Beginning in our home city of London, we are launching our Campaign for Movement to drive change in the environment'.

What does the word 'drive' suggest?

.....[1]

- 3 Identify the sentence in Text 2 which reflects the aim in Text 1 to 'ensure cities are healthier places to live in'.

.....[1]

- 4 Look at Texts 1 and 2 and statements (a) and (b) below.

Decide whether the statements refer to Text 1, Text 2, both texts, or neither text.

Circle the answer you have chosen for each statement.

- (a) Readers are asked to join the writer to take action.

Text 1 / Text 2 / Both / Neither

- (b) The intended reader of the text is a cycling enthusiast.

Text 1 / Text 2 / Both / Neither

[2]

[Turn Over

Section A [5 marks]

Refer to the online advertisement (**Text 1**) and the article from a scientific publication (**Text 2**) for Questions 1 – 4.

1	Look at Text 1. Tick (✓) the most effective title for this advertisement.
	Question Type: Inference
	<div style="display: flex; flex-direction: column; gap: 10px;"> <div><input type="checkbox"/> Why cycling is great for your lungs</div> <div><input type="checkbox"/> Breathe better when you cycle</div> <div><input type="checkbox"/> <u>Cycling improves air quality in cities</u></div> </div> <div style="text-align: right;">[1]</div>
2	<p>The advertisement states that ‘Beginning in our home city of London, we are launching our Campaign for Movement to drive change in the environment’.</p> <p>What does the word ‘drive’ suggest? [1]</p>
	Question Type: Language Use
	It suggests that there is a push/ force/ movement to start the change.
3	Identify the sentence in Text 2 which reflects the aim in Text 1 to ‘ensure cities are healthier places to live in’. [1]
	Question Type: Content
	‘In addition to mitigating the health impacts of climate change by reducing greenhouse gas emissions, there are direct health benefits of cycling.’
4	<p>Look at Texts 1 and 2 and statements (a) and (b) below.</p> <p>Decide whether the statements refer to Text 1, Text 2, both texts, or neither text.</p> <p>Circle the answer you have chosen for each statement.</p>
	Question Type: Content (Purpose of text) / Inference (Audience)
	<p>(a) Readers are asked to join the writer to take action.</p> <p style="text-align: center;"><u>Text 1</u> / Text 2 / Both / Neither</p> <p>(b) The intended reader of the text is a cycling enthusiast.</p> <p style="text-align: center;"><u>Text 1</u> / Text 2 / Both / Neither</p> <div style="text-align: right;">[2]</div>

Content: 2 m, Inference: 2 m, Language Use: 1