

# CHIEF EXAMINER'S REPORT MAY 2004

## COMMUNICATION LEVEL 3

### General Comments

This paper provided an appropriately challenging test within the Level 3 specification. The pass mark of 28 was at the lower end of the range for recent papers.

The subject matter, "Women Drivers", engaged the candidates' interest and provoked some lively commentary. Centres are once again reminded, however, that candidates should draw on material from the source documents rather than personal experience when framing their responses to questions. This was particularly pertinent to Question 4, where candidates sometimes enthusiastically embraced the opportunity to write a magazine article instead of the formal letter or report typical of recent series, but with insufficient regard for the appropriate tone and style for the given audience. Where direct reference is made to the source documents, these should be referred to by their title and original source, not simply as Document 1, 2, or 3, which would mean little to the reader in the specified context.

Careful reading of both source documents and the question paper is essential; many candidates lost marks through failing to answer questions fully or providing evidence from the wrong source. In Question 1, for example, some candidates confused the conclusions from the Advertising Standards Authority ruling with findings of the Automobile Association survey. Questions 2 and 3 were complex and testing, but produced some very good answers from able candidates who paid due regard to all elements in the question. However, in some cases too much time was spent on answering questions in Part A, with the result that the extended answer to the question in Part B (worth 50% of the total marks) was either too brief or not attempted.

### Recommendation to Centres

Ensure ALL candidates who are entered for this level have the knowledge identified in Part A. At Level 3, mastery of the basic rules of spelling, punctuation and grammar is essential. Coaching in examination technique would also help to ensure that candidates perform to the best of their abilities.