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| Surname       | Centre Number | Candidate Number |
| First name(s) |               | 0                |

**GCSE**

3700U30-1



S23-3700U30-1

**MONDAY, 12 JUNE 2023 – MORNING****ENGLISH LANGUAGE****UNIT 3****Reading and Writing: Argumentation, Persuasion and Instructional**

2 hours

| For Examiner's use only |              |              |
|-------------------------|--------------|--------------|
|                         | Maximum Mark | Mark Awarded |
| Section A (Reading)     | 40           |              |
| Section B (Writing)     | 40           |              |
| <b>Total</b>            | <b>80</b>    |              |

**ADDITIONAL MATERIALS**

Resource Material.

**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions in Section A.Answer **both** questions in Section B.

Write your answers in the spaces provided in this booklet.

If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

You are advised to spend your time as follows:

- Section A – about 10 minutes reading  
 – about 50 minutes answering the questions
- Section B – about 10 minutes planning  
 – about 25 minutes writing for B1  
 – about 25 minutes writing for B2

**INFORMATION FOR CANDIDATES**

Section A (Reading): 40 marks

Section B (Writing): 40 marks

The number of marks is given in brackets at the end of each question or part-question.



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**SECTION A (Reading): 40 marks**

In the **separate Resource Material** there are five texts on the theme of 'Digital Footprints' labelled **Text A–E**. Read each text carefully. Answer **all** the questions below that relate to each of the texts.

**Text A**

**A1.** What is a digital footprint? [1]

.....

**A2.** According to **Text A**, how many people use social media? [1]

.....

**A3.** What is meant by the phrase "paper trail" in this text? Tick (✓) the correct box. [1]

A series of printed documents giving information about a person.

A series of books on the topic of paper.

A series of printed documents about heroic exploits.

A series of books about adventure stories and expeditions.



**Text B**

**A4.** The writer suggests, “once you have activated the account, be careful who you follow”. What does “activate” mean in this context? Tick (✓) the correct box. [1]

- To research something so that you can use it at a later date.
- To start something up so that it is working.
- To delete something that you no longer need.
- To enjoy looking through social media sites.

**A5.** **Text B** shows the steps you need to take when signing up for a social media account. Put these steps into the order which best shows how to complete the process. Number the steps below. [3]

One step has been completed for you:

1. Once you have activated the account, be careful who you follow and share your information with.
2. When setting up your new account, read the registration information carefully and check your privacy settings. Do not link it to your other accounts as this will make it easy for someone to access your digital footprint.
3. Create a strong password and do not share it with anyone else.
4. Do some research before joining a social media site. Make sure you understand what the site is used for and how it works.



**Text C**

**A6.** Give **one** reason why some people create a secondary email address when using social media sites.

[1]

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**A7.** How does the article try to persuade you to look after your digital footprint?

[8]

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**Text D**

**A8.** In your own words, explain what is meant by the phrase, “Employers are stalkers”. [1]

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**A9.** Summarise, in your own words, the reasons why an employer might check your online activities before offering you a job. [5]

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**A10.** Read the following statements about **Text D**. Tick which one is true. Tick (✓) the correct box.

[1]

Employers never employ people who swear online.

Employers will only employ people who have a social media presence.

Employers approve of images of people messing about.

Employers may avoid employing people with controversial opinions.

Employers only use social media to check if people are telling the truth.



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**Text E**

**A11.** According to the article, what does Felix search for when he uses the internet at the library? [1]

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**A12.** What impressions does the writer create of Felix? [8]

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**A13. Read Texts D and E.** Synthesise what information can be found online about a person who uses the internet and social media. [8]

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**SECTION B (Writing): 40 marks**

In this section you will be assessed for the quality of your **writing** skills.

**Answer question B1 below and question B2 on page 16.**

**B1.** In **Text E**, Felix states:

“Social media is not a fundamental human need.”

Write an article for an online teenage magazine in which you give your views about social media.

**Write your article.**

[20]

10 marks are awarded for communication and organisation; 10 marks are awarded for writing accurately.

You should aim to write between 200–300 words.

The space below can be used to plan your work before starting on the next page. You may continue on an extra sheet of paper should you need it.

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ARTICLE:

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**Turn over for Q.B2**



**B2.** Your school or college is raising money to buy a new laptop for every student. You have been asked to prepare a talk to persuade your classmates of the importance of this scheme and to support it.

**Write your talk.**

[20]

10 marks are awarded for communication and organisation; 10 marks are awarded for writing accurately.

You should aim to write between 200–300 words.

The space below can be used to plan your work before starting on the next page.

PLAN:





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TALK:

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**END OF PAPER**







**GCSE**

3700U30-1A



S23-3700U30-1A

**MONDAY, 12 JUNE 2023 – MORNING**

**ENGLISH LANGUAGE**

**UNIT 3**

**Reading and Writing: Argumentation, Persuasion and  
Instructional**

**Resource Material**

For use with Section A

**Text A** is a poster explaining what a digital footprint is.

## A digital footprint: what is it?



### **A digital footprint is a trail we leave behind every time we access the internet**

- Every day, millions of people around the world exchange texts, post blogs, search Google, play on Facebook, shop online and do countless other activities with devices that use the internet.
- More than 4.5 billion people now use the internet globally with over 3.8 billion people using social media.
- Just because we don't see the trail we leave behind does not mean it doesn't exist.

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### **What are we leaving for the world to find?**

- Different from a paper trail that can be destroyed, your digital footprint can follow you around for life.

**Text B** is an advert to help new users sign up for a social media account.

## How to sign up safely for a social media account



Create a strong password and do not share it with anyone else.

Do some research before joining a social media site. Make sure you understand what the site is used for and how it works.

Once you have activated the account, be careful who you follow and share your information with.

When setting up your new account, read the registration information carefully and check your privacy settings. Do not link it to your other accounts as this will make it easy for someone to access your digital footprint.

**Text C** is a blog providing information about how to look after your digital footprint.

## How to manage your digital footprint

If you are reading this online, you have a digital footprint. Companies, employers and friends may use this information to get a glimpse of who you are. It's the reason that you can search for a product on your desktop computer and then see an advert for that product pop up on social media accounts 10 minutes later. It is essential that you look after your footprint. It will follow you around throughout your life.



There are two kinds of footprints: passive and active. Your passive footprint is where your IP address is logged as you visit websites. It tags your internet provider and your general location.

Your active footprint is one where you provide the information yourself. Emails, online shopping, search engine queries and all social media count in this area.

Think about what you say or post online in terms of forever, because it will live out there long after you are gone. Even if you go back and delete posts, all it takes is for someone to take a screenshot of it and repost it to give it new life.

### Search for yourself

Search for yourself on Google or as a guest on social media platforms. This will give you a good idea of what others see when they search for you. It may be an extremely eye-opening process depending on what you find. Use that awareness to clean up your accounts. Make personal posts private and consider locking down the privacy of your accounts to friends and contacts only. If you want to be safe, share safely.

### Linking and a secondary email

Many sites give you the option of linking your social media instead of creating a new account every time you join a site or group. It may be faster, but you are giving people access to your information as a result. Create a secondary email address to use for these types of sites. It keeps your social accounts protected and it will help to reduce unwanted emails in your primary email account.

### Be a good internet citizen

Not everything about managing your digital footprint has to do with protecting your privacy. When you are online, make a positive impact. Be kind to others and don't troll people or organisations. Your digital footprint reflects who you are to others online. Make sure that it is an image that represents you well.



**Text D** is an article explaining how social media can affect someone who is looking for a job.

## **Digital footprints: how social media can affect your job prospects**

Employers are stalkers. They know where you went to school, what you studied, what you watched on TV last night and the outfit you wore to a party last week. How? Because they look at your social media when you've applied for a job – and that's unlucky for some candidates because whatever you put onto the internet can be found within minutes. This has resulted in the fact that for many candidates their social media profile has become their new CV. So what impact can this have on your chances when you've applied for a job? How can you minimise the visibility and damage of your 'digital footprints'?

Let's start with why employers look at your online presence – isn't your CV enough? Well, there are several good reasons including seeing if you'd fit in with the culture of the team and workplace. It also helps them to check if your qualifications match what is on your CV.

In one survey, it was revealed that: "47% of employers check social networking sites to screen prospective employees immediately after receiving their job application". It helps them to build a clear picture of what you are like. It's not all bad news. 68% of employers have hired a candidate because of something they saw about them on a social networking site, but it's still risky to assume your social media is in line with what the employer wants.

With this in mind, it's worth thinking about what sort of impression your social media profiles create. Whilst the odd swear word, spelling mistake or photo of you messing about won't concern most people, you need to bear in mind the image your profile generates. Some employers will be turned off by profiles that have excessive swearing, updates during work hours, controversial opinions or personal attacks.

**Text E** is an article about a person who has chosen to limit his online presence.

## The man with (almost) no data trail

**No Facebook account. No Twitter. No Instagram. No smartphone. No tablet. No internet banking. Just an email account accessed at the local library and a chunky Nokia 3210.**

Felix, not his real name, lives without the social media accounts that are woven into most of our lives. For many of us it's a love-hate relationship – loving the regular social contact with friends and family, but hating the hours it sucks up. And there's the matter of the digital trail we leave behind us – the information that social media companies gather up and sell on – as we lose track of who knows about our movements, our needs, and our behaviours.

Felix, a 33-year-old gardener, has been swimming against the tide for years. It may sound strange to steer away from technology and the internet, but he just never fancied it. As new technologies emerged and became popular, Felix wasn't drawn to them. "They weren't useful to me. I got along without them," he says. Now, a couple of decades later, Felix finds himself something of a curiosity. People treat him with a sort of admiration and amusement. When new people see his Nokia for the first time, they crack up.

Don't write off Felix as someone with little knowledge of the modern world – he is aware of today's technology. "I would never say you should throw your Alexa in the bin," he says. "But it is easier to have a natural human engagement with the world and other people without technology interfering." He uses the internet at the library about twice a week for an hour at a time. Typically he'll work through a list of admin tasks, searching for phone numbers, addresses, or finding out about a new band – music is his passion. "When Facebook came out, I was interested as it was becoming so popular. So I had a look at a friend's profile which highlighted his status and general interests – that was enough for me." Now he might look up a public event advertised on it or scroll through Twitter, without feeling the need to create his own account.

Asked what he does with all the time he saves by avoiding social media, he laughs and calls it a funny question. "Social media is not a fundamental human need. I'm just not sure people were wandering round in 1995 thinking, 'It's a crying shame I don't know what Kim Kardashian had for lunch.'" There are no computers at his family home, and no tablets or Netflix, just a TV.

Felix says he has no intention of changing, despite everyone around him, including his older brother, having 'normal' attitudes towards technology. But, surely, there must be something he feels he is missing out on? Breaking news updates? Social gossip? Looking through pictures of events he has attended? Still his answer remains an emphatic "No".

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