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**Section A: READING**

Answer all questions in this section.

You are advised to spend about one hour on this section.

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Read **Item 1**, the two Ford car reviews:

1. How does the Ka review writer suggest that, in some respects, the car is old-fashioned?

*(3 marks)*

Read **Item 2**, the two Ford car advertisements:

2. Compare the views about the Ford Ka and Ford Focus in the reviews (Item 1) with those in the Ford advertisements (Item 2).

*(6 marks)*

Look again at **Item 2**, the two Ford car advertisements:

3. How does the use of language in the advertisement make the Ka seem desirable?

*(6 marks)*

4. Compare and contrast the use of language to describe the Ka and the Focus

*(8 marks)*

5. How effective are the pictures and captions in helping to support the claims made for the cars in both advertisements?

*(4 marks)*