

Higher Creative

Writing which is broadly creative

	15–13	12–10	9–7	6–4	3–1	0
Creative: content	<ul style="list-style-type: none"> ♦ strong attention to purpose and audience <p>As appropriate to genre:</p> <ul style="list-style-type: none"> ♦ strong creative qualities ♦ skilful command of the genre ♦ thematic concerns which are skilfully introduced and developed ♦ ideas/feelings/experiences which are explored with a strong degree of mature reflection/self-awareness/involvement/insight/sensitivity ♦ strong sense of the writer's personality and individuality 	<ul style="list-style-type: none"> ♦ clear attention to purpose and audience <p>As appropriate to genre:</p> <ul style="list-style-type: none"> ♦ clear creative qualities ♦ clear grasp of the genre ♦ thematic concerns which are clearly introduced and developed ♦ ideas/feelings/experiences are explored with a clear sense of reflection/self-awareness/involvement/insight/sensitivity ♦ clear sense of the writer's personality 	<ul style="list-style-type: none"> ♦ adequate attention to purpose and audience <p>As appropriate to genre:</p> <ul style="list-style-type: none"> ♦ adequate creative qualities ♦ understanding of the genre ♦ thematic concerns which are adequately introduced ♦ ideas/feelings/experiences which are explored with an adequate sense of reflection and involvement ♦ adequate sense of the writer's personality 	<ul style="list-style-type: none"> ♦ limited attention to purpose and audience <p>As appropriate to genre:</p> <ul style="list-style-type: none"> ♦ limited creative qualities ♦ limited use of conventions of genre ♦ limited thematic concerns ♦ limited ideas/feelings/experiences explored ♦ limited sense of the writer's personality 	<ul style="list-style-type: none"> ♦ very little attention to purpose and audience <p>As appropriate to genre:</p> <ul style="list-style-type: none"> ♦ very few creative qualities ♦ very little use of conventions of genre ♦ very few thematic concerns ♦ very little evidence of exploration of ideas or feelings ♦ very little sense of the writer's personality 	<ul style="list-style-type: none"> ♦ no evidence of the skills required in terms of content, style and accuracy
Creative: style	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used skilfully to create strong impact ♦ confident and varied expression ♦ effective structure which enhances the purpose/meaning 	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used to create impact ♦ clear expression ♦ clear structure which enhances the purpose/meaning 	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used adequately ♦ adequate expression ♦ adequate structure 	<ul style="list-style-type: none"> ♦ limited use of features of the chosen genre ♦ limited expression ♦ limited use of structure 	<ul style="list-style-type: none"> ♦ very little attempt at using language effectively ♦ very little use of structure 	

Higher Persuasive

Writing which is broadly discursive

	15–13	12–10	9–7	6–4	3–1	0
Discursive: content	<ul style="list-style-type: none"> ♦ strong attention to purpose and audience ♦ strong understanding and engagement ♦ evidence of skilful research and selection ♦ strong and sustained line of thought/convincing stance 	<ul style="list-style-type: none"> ♦ clear attention to purpose and audience ♦ clear understanding and engagement ♦ evidence of careful research and selection ♦ clear line of thought/engaged stance 	<ul style="list-style-type: none"> ♦ adequate attention to purpose and audience ♦ adequate understanding ♦ adequate evidence of research and selection ♦ adequate line of thought/stance 	<ul style="list-style-type: none"> ♦ limited attention to purpose and audience ♦ limited understanding ♦ limited evidence of research ♦ unclear line of thought 	<ul style="list-style-type: none"> ♦ very little attention to purpose and audience ♦ very little understanding ♦ very little evidence of research ♦ confused line of thought 	<ul style="list-style-type: none"> ♦ no evidence of the skills required in terms of content, style and accuracy
Discursive: style	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used skilfully to inform/argue/discuss/persuade and to convey depth and complexity of thought/objectivity/insight/persuasive force ♦ confident and varied expression ♦ effective structure which skilfully enhances the purpose/meaning 	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used clearly to inform/argue/discuss/persuade and to convey thought/objectivity/insight/persuasive force ♦ clear expression ♦ clear structure which enhances the purpose/meaning 	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used adequately to inform/argue/discuss/persuade and to convey thought/objectivity/insight/persuasive force ♦ adequate expression ♦ adequate structure 	<ul style="list-style-type: none"> ♦ linguistic features of the chosen genre used in a limited way to inform/argue/discuss/persuade and to convey thought/objectivity/insight/persuasive force ♦ limited expression ♦ limited use of structure 	<ul style="list-style-type: none"> ♦ very little attempt at using language effectively ♦ very little use of structure 	