

Communications 12

Report to Schools June 2015

The information in this report provides an overview of results from the June 2015 **Communications 12 Provincial Exam**. The information is based on the **4641** students who wrote the June Provincial Exam.

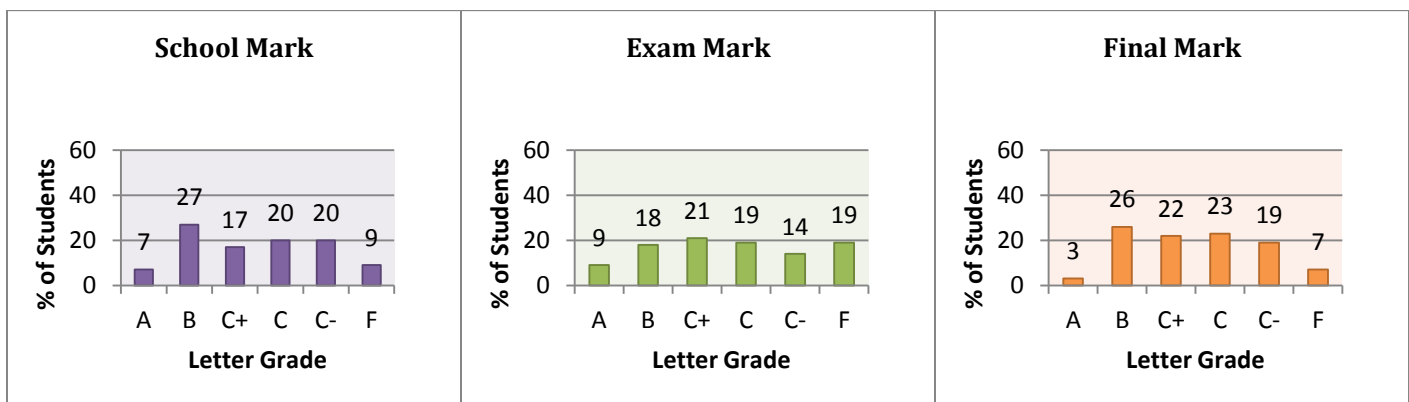
Provincial Averages

School Mark – 65%

Exam Mark – 63%

Final Mark* – 66%

*Final marks are produced in each instance in which a student has both a valid school percentage and an exam percentage for any session in the selected period. 60% of the final mark is based on the school mark and 40% is based on the exam mark. School marks and final marks for those students who were re-writing are excluded



Differences often exist between school and exam marks. School assessment measures curricular performance over time, whereas exams evaluate those curricular areas best measured in a final testing situation. Some students perform better on exams, others in the classroom. Thus, some differences between school and exam marks may be expected.

Written Response Section

Curriculum Organizer	Maximum Possible Score	Mean Score	Mean Percentage
Informational Text	12.0	6.7	55.8%
Visual Design	12.0	7.1	59.2%
Business Letter	9.0	4.4	48.9%
Composition	24.0	13.5	56.0%

Comments from the Markers

Below are topic areas and skills in which students seemed to be well prepared (**strengths**) and those in which students needed improvement (**weaknesses**) according to the examination markers.

Curriculum Organizer	Areas of Strength	Areas of Weakness
Informational Text	<ul style="list-style-type: none">• Topic sentences were strong and focused on the question• Good use of direct quotations and examples from the text• Strong responses were well-organized	<ul style="list-style-type: none">• Some responses lapsed into personal narratives• Tendency for weaker responses to recopy significant portions of the text rather than integrate relevant quotations
Visual Design	<ul style="list-style-type: none">• Many responses used strong and relevant titles and had a sense of balance• Strong responses referenced the subtopics given in the scenario	<ul style="list-style-type: none">• Weaker responses missed key details, lacked description of visuals, and used boxes for emphasis only
Business Letter	<ul style="list-style-type: none">• Stronger responses met the purpose of the task and offered a clear letter format, multiple paragraphs, key details, a specific course of action, and an appropriate tone	<ul style="list-style-type: none">• Some responses did not use proper business letter format• Some responses failed to identify significant and/or relevant details necessary to answer this exam question• Weaker responses had no closing, specific course of action, or dates
Composition	<ul style="list-style-type: none">• Strong narrative responses used descriptive vocabulary• Upper-level responses demonstrated paragraph structure, transitions, and overall organization	<ul style="list-style-type: none">• Tendency to leave this question incomplete• Weaker responses did not adhere to essay writing conventions, including length, multiple paragraphs, and correct use of Standard English

The markers felt that the overall difficulty level of the exam was appropriate. The examination adequately represented the Examination Specifications in terms of topic weightings and cognitive levels.