Write your name here			
Surname	0	Other names	
Edexcel GCE	Centre Number	Candidate	e Number
English L Advanced Subsidi	ary	ge	
Monday 10 January 2011 Time: 2 hours 15 minute	•	Paper Refere	
You must have: Source Booklet			Total Marks

### **Instructions**

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer all questions.
- Answer the questions in the spaces provided
  - there may be more space than you need.

## Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
  - use this as a guide as to how much time to spend on each question.
- Quality of written communication will be taken into account in the marking of your answers. Quality of written communication includes clarity of expression, the structure and presentation of ideas and grammar, punctuation and spelling.

### **Advice**

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.





#### **SECTION A: LANGUAGE AND CONTEXT**

## Read the data provided on pages 2–8 of the Source Booklet and answer the following questions.

1	These texts were printed on the packaging of a variety of food and drink products.
	In your answer, you must refer to the texts

### **For Example**

Extract: vibrant green Jalapeno [Group C No. 1]

- (i) Describe the underlined language features using **two** linguistic terms.
  - 1. two adjectives
  - 2. pre-modifying noun
- (ii) Identify **one** more example of this type of language use from the data provided in the Source Booklet.

*Delicious and tasty handcooked chips* [Group C No. 2]

For each of the extracts given:

(i)

- (i) Describe the underlined language feature using **two** linguistic terms.
- (ii) Identify another example of the underlined feature from the data provided in the Source Booklet.
- (a) Extract: Kaltbach Caves near Lucerne [Group A No. 3].

	(2)
1	
2	
(ii)	(1)



(b) Extract: WHAT IS PATATAS BRAVAS FLAVOUR	<b>?</b> [Group C No. 2]
(i)	(2)
2	
(ii)	(1)
(c) Extract: Then <b>pop in</b> to Fruit Towers [Group B N	lo 21
(i)	
	(2)
(ii)	(1)
(d) Extract: <b>deliciously</b> luxurious yoghurt [Group /	A No. 2].
(i)	(2)
)	
(ii)	(1)



(e) Extract: To f	inish <u>we</u> add the Chip	ootle chilli [Gro	up C No. 1].	
(i)				(2)
1				
2				
(ii)				(1)
			(Total for Quest	ion 1 = 15 marks)

2	Explain the contextual factors that influence the use of language in product packaging.	
		(AO3 = 10)
	In your response, you must refer to the data provided on pages 2–8 of the S Booklet.	ource
*****		
*****		



(Total for Question 2 = 10 marks)



3	Read the <b>two</b> texts in Group B. What language strategies do the writers use to present the products?		
	(AO2 = 5, AO3 = 5)		
	In your response, you must refer to Group B on pages 3–4 of the Source Booklet.		
•••••			



(Total for Question 3 = 10 marks)



4	The texts in Group C are from packets of four different brands of potato crisps. Say which brand you think mystery text A belongs to.
	TEXT A
	Horseradish
	A bracingly British crisp with delightfully eccentric tastes. This blue-blooded flavour is straight out of the top drawer, raffish but impeccably groomed, tastefully turned out and packed with acres of oomph.
	Explain your decision by comparing the language use of Text A with <b>TWO</b> of the texts from Group C.
	(AO2 = 5, AO3 = 10)
•••••	



(Total for Question 4 = 15 marks)
TOTAL FOR SECTION A = 50 MARKS



### **SECTION B: PRESENTING SELF**

# Read the two Texts A and B on pages 9–10 of the Source Booklet and answer the following question.

5	Analyse and compare the ways in which each speaker/writer of Texts A and B presents herself.		
	(AO1 = 10, AO2 = 15, AO3 = 25)		
	In your response, you should include reference to any relevant theories and research.		















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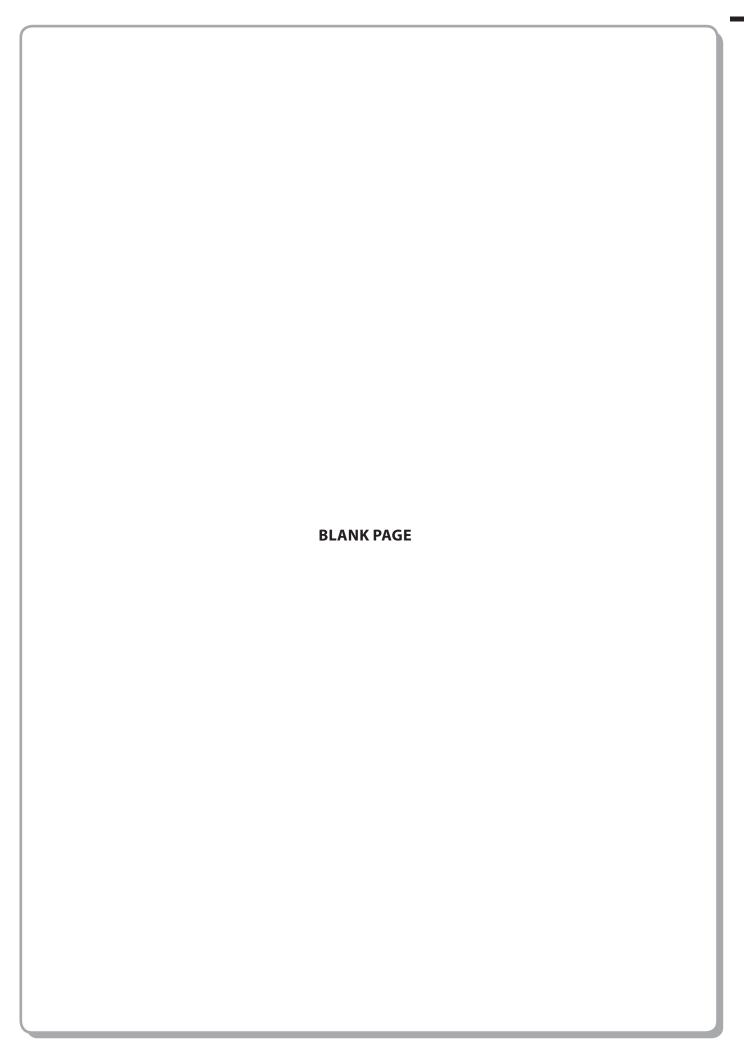
(Total for Question 5 = 50 marks)
TOTAL FOR SECTION B = 50 MARKS
TOTAL FOR PAPER = 100 MARKS



Unit 6EN01/1 focuses on the Assessment Objectives AO1, AO2 and AO3 listed below:

Asses	sment Objectives	AO%
AO1	Select and apply a range of linguistic methods, to communicate relevant knowledge using appropriate terminology and coherent, accurate written expression	25
AO2	Demonstrate critical understanding of a range of concepts and issues related to the construction and analysis of meanings in spoken and written language, using knowledge of linguistic approaches	25
AO3	Analyse and evaluate the influence of contextual factors on the production and reception of spoken and written language, showing knowledge of the key constituents of language	50





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