



**GCE AS/A level**

1151/01

**ENGLISH LANGUAGE**

**LG1: Introduction to the Language of Texts**

P.M. FRIDAY, 13 January 2012

2 ½ hours

#### **ADDITIONAL MATERIALS**

You will need a WJEC 20-page answer booklet (pink), which has been specifically designed for this examination paper. No other answer booklet should be used.

#### **INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **both** questions:  for Section A and  for Section B.

Write your answers in the separate answer book provided, following the instructions on the front of the answer book.

#### **INFORMATION FOR CANDIDATES**

Question  carries **40 marks**, and Question  carries **20 marks**.

You should divide your time accordingly.

In this unit you will be assessed on your ability to:

- select and apply a range of linguistic methods, to communicate relevant knowledge using appropriate terminology and coherent, accurate written expression (AO1);
- demonstrate 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 (AO2);
- 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 (AO3).

You are reminded that assessment will take into account the quality of written communication used in your answers.

**SECTION A****The Language of Texts**

**This Section counts for 40 marks, and you should devote an appropriate proportion of your time to it.**

Texts A and B are both advertisement features which appeared in the Christmas 2010 edition of the *Radio Times*.

**Text A** is advertising a Freeview+ box.

**Text B** is a car advertisement for a Renault Mégane.

Question

**Analyse the use of language in these texts.**

In your answer you should:

- consider carefully the audience and purpose of each text;
- explore how the writers use language to promote their product;
- include some consideration of similarities and/or differences between the texts.

**(40 Marks)**

## TEXT A

**Give the perfect gift this Christmas**

Give the gift of Freeview+ to your family this Christmas, so you don't miss the best on the box over the festive season

5 PHEW! FOR MANY of us, Christmas is the busiest – and most stressful – time of the year. We're pounding the pavements shopping for presents, travelling to visit friends and relatives, preparing ourselves for parties and busying ourselves with general festive planning.

But while you're occupied worrying about keeping everybody else happy, who's taking care of your needs this Christmas? With all that activity, there's less time than ever for you to relax and put your feet up.

10 We all love the Christmas TV schedules – seasonal specials, premieres, much-loved repeats are all part of what makes this time of year so wonderful. But what if you're too busy to watch the things you're looking forward to? And when you get the chance, what's the likelihood that someone else in your household will want to watch something else? With so much must-see TV at this time of year, it's highly probable.

15 Well, Freeview+ could just be the best present you get this Christmas – and not only for yourself. The whole family can take advantage of its super-convenient functions.

The on-screen TV guide will let you know exactly what's on over the festive period, and you can set reminders to watch or record the *Doctor Who* Christmas special or the *X Factor* final so you don't miss out. All at the press of a button. This means you can enjoy that extra glass of wine at the pub, or those post-dinner mince pies at your daughter's, without worrying about missing the programme you'd been looking forward to.

25 And if it's *Eastenders* or *Coronation Street* you love (or both!) and you're concerned about losing out on the exciting seasonal storylines, you can use the series record function to make sure your Freeview+ box captures every single moment of drama. All you have to do is press a button on your remote control to save every episode for you to watch later at your leisure.

30 It even does away with the need for expensive DVDs. With a Freeview+ box, you can build your very own movie collection. It will save each and every film that takes your fancy – whether it's *WALL-E* or *Prince Caspian* – and you can keep them for as long as you like. Great if you're looking forward to a movie marathon over the Christmas period, or you want a bank of family-friendly movies in reserve to keep the kids (and the other half) entertained when it's raining out, they're playing up, or they're complaining that there's nothing to do!

35 At Christmas, we spend a lot of time together as families and sometimes things get fraught. However, it can often seem as though there are more arguments over what to watch on the telly than anything else. Freeview+ makes that a thing of the past, since you can record one channel while watching another. Which means that Dad can enjoy BBC4's brand new Swedish *Wallander* films with you and the kids happy in the knowledge that your own programmes are being recorded for you to watch later or whenever it's most convenient.

### The best part is, there are no subscription charges

40 Oh, and ... you can record more than one programme at a time! And if you try to record too much at once, you'll get an alert and a helpful reminder if your programme is on again, so you can set it to record the repeat instead. How's that for a convenient, user-friendly feature?

45 Plus, with a Freeview+ HD box, you can watch and store all your favourite TV in sparkling high definition. The whole family will be amazed at the clarity and detail HD gives, and the best part is, there are no subscription charges or contracts. You just buy the box and enjoy the subscription-free TV viewing.

So get Freeview+, and your family will thank you for making this Christmas the best ever!

*With thanks to Freeview for granting permission for use of the advertisement.*

## TEXT B

**THE MÉGANE EXPERIMENT****Before**

5 In 2010, some jaw-dropping statistics were discovered. They claimed that the presence of a Renault Mégane could make people happier, more fertile and live longer. It sounded crazy, but Renault were curious. So they sent Claude, a Frenchman, to Gisburn in Lancashire. The village had almost no joie de vivre<sup>1</sup>. And zero Mégane.

10 Claude was met with indifference and hostility. Only six people turned up for the presentation at the Village Hall. They laughed at his theory. Then laughed at his cravat. Hurt, but undaunted, Claude tried again. At a local Cattle Auction, he shared his theory with local farmers. He was barracked and pelted with cans.

Battered and bruised he organised Test Drives. Would villagers feel happier once they were inside a Renault Mégane? Not straight away. “There’s no fun in Gisburn,” said one villager. “Life’s ‘ard oop ‘ere,” said another. But one man said, “It makes me feel young again”. Claude was heartened. Attitudes seemed to be shifting. And next day, he had a brainwave. He visited the local school.

**15 After**

Claude explained to a class of excited seven-year olds why he was in their village. He sang a song about joie de vivre then asked the kids for ideas “to bring more joie de vivre to Gisburn.” Thirty hands shot up. One idea in particular lit a bulb over Claude’s head. A Festival.

20 Two days later, the whole village turned up to the Festival de Joie. It was the first Festival Gisburn had had for fifteen years.

A lovely local lady won Claude’s Mégane. The landlord of ‘The White Bull’ renamed it ‘Le Boeuf Blanc’, in honour of Claude’s triumph. Happy villagers sang La Marseillaise. And the sun even came out. (Briefly.)

25 Six months on and Gisburn has changed even more. It has its first ever Delicatessen. Zumba dance classes have sprung up, imported from Claude’s own home town, Menton (in the South of France). And recently, villagers voted overwhelmingly to twin Gisburn with Menton. Can a car change a town? You decide. Watch the controversial short film at [www.TheMéganeExperiment.com](http://www.TheMéganeExperiment.com)

**DRIVE THE CHANGE  
RENAULT**

<sup>1</sup>joie de vivre: joy in living

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**SECTION B****Language Focus**

**This Section counts for 20 marks, and you should devote an appropriate proportion of your time to it.**

The following text is an article from the Life & Style section of The Guardian's *Weekend* magazine. The 'Let's Move to...' series researches and explores different locations around the United Kingdom and considers the pros and cons of moving to the area for potential home buyers.

Question

**Analyse and discuss the use of language in this text to convey the views presented by the writer towards St Leonards-on-sea.**

You should consider in your answer:

- how the language choices reveal the views presented by the writer;
- how information is presented.

**(20 Marks)**

## Let's move to ...

### St Leonards-on-sea, East Sussex – Regency glamour With a bit of grit

**What's going for it?** Hastings and St Leonards are conjoined twins. And rivals. They glare at each other from either side of their shared cleft in the South Downs Cliffs. Where one ends and the other begins is anyone's guess. Mine? Around the appropriately named Bohemia Road. Once you're in St Leonards, you know it. It has wonderful bone structure. Developer-architect James Burton, and his more illustrious son Decimus, developed the resort in the early 19<sup>th</sup> century. If its grander terraces and squares remind you of statelier parts of London, that's because the Burtons had already cut their teeth laying out patches of Marylebone and Belgravia. Its fortune continued as Hastings' ran out: time, developers and chain stores have ravaged it less. Today, it's one part retired great aunt, one part roguish Regency bounder, two parts 20s Bright Young Thing and a dash of 60s hippy.

**The case against** Gets a bit shabby towards Hastings. Seaside dereliction a-plenty. What are they going to do with Marine Court, that listed behemoth of 20s flats on the front?

**Well connected?** Not especially. On a good train you can be at London Charing Cross in 90 minutes; on a bad, in two hours; two or three an hour. Brighton's an hour away, Ashford International and the Eurostar 47 mins (hourly).

**Hang out at...** The Horse & Groom – its oldest pub – for a nice pint behind the seafront. St Clements restaurant for dinner.

## FROM THE STREETS

### Cecily and Frank Harends

“Stunning views to Beachy Head, a wide variety of shops, art galleries and cafes, and Smiths for yummy breakfast.”

**Stefan Noble** “Arty, quirky, friendly and full of interesting shops. Think Brighton 15 years ago but with quieter beaches and affordable housing.”

**Where to buy** The original Regency development is poshest, east and west of London Road on the front, with stuccoed town houses interspersed with mewsy lanes. Later developments are equally delicious, like the early Victorian avenues west of the centre, and north up the hill around Crowhurst Road and west of London Road. Sedate suburbia up on The Ridge; cheap and groovy(ish) on Bohemia Road.

**Market values** Huge detacheds, £350,000-£650,000. Detacheds £160,000-£350,000. Semis, £125,000-£500,000. Flats, £50,000 to £200,000.

**Bargain of the week** Three-bed detached cottage (formerly divided) right in the heart, down a little lane, with patio gardens, £159,950.

*Tom Dyckhoff*

*Live in St Leonards? Join the debate at [guardian.co.uk/letsmove](http://guardian.co.uk/letsmove)*