

General Certificate of Education
June 2003
Advanced Level Examination



**ENGLISH LANGUAGE (SPECIFICATION A)
Unit 4**

EA4W

Monday 16 June 2003 1.30 pm to 4.00 pm

In addition to this paper you will require:
a 12-page answer book.

Time allowed: 2 hours 30 minutes

Instructions

- Use blue or black ink or ball-point pen.
- Write the information required on the front of your answer book. The *Examining Body* for this paper is AQA. The *Paper Reference* is EA4W.

Information

- The maximum mark for this paper is 60.
- Mark allocations are shown in brackets.
- You will be assessed on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary, where appropriate. The degree of legibility of your handwriting and the level of accuracy of your spelling, punctuation and grammar will also be taken into account.

Advice

- It is recommended that you spend at least 30 minutes studying the extracts and planning your investigation. When you write your answer, the majority of your time should be devoted to analysis of data.

Language Investigation

Carry out a language investigation using **some or all** of the texts that have been provided for you.

Description of Texts

These texts appear on the following shampoo bottles:

Text 1 Umberto Giannini's Dazzling Shine shampoo.

Text 2 L'Oréal Kids So Strawberry shampoo (copyright prevents)

Text 3 Neutrogena T/Gel shampoo.

Text 4 Aussie Colour Mate shampoo (copyright prevents)

Text 5 circ shampoo (copyright prevents)

Text 6 Boots Baby sensitive skin scalp moisturising shampoo.

Suggested structure for writing up your investigation

1: Aim(s)

State the aim(s) of your investigation and identify which extracts you are using.

2: Method

Explain the linguistic frameworks you are using to analyse your data.

3: Analysis

Present a detailed analysis of your data.

4: Conclusion

Draw your conclusions in response to your aim(s) and based on your analysis.

5: Evaluation

Evaluate the validity of your conclusions and suggest any further research that might be undertaken.

(60 marks)

Text 1

(front of bottle)

**u m b e r t o
giannini**

dazzling shine
...out from the crowd
shampoo

ULTIMATE SHINE
ALL HAIR TYPES

(back of bottle)

UMBERTO GIANNINI has created a stunning range
of hair products that make one claim...THEY DO
WHAT THEY SAY.

So... you want shiny, glossy hair with a weightless
soft texture? DAZZLING SHINE is a regime that
moisturises, protects, tames frizz and achieves a light
reflecting lustre to even the dullest hair.

DIRECTIONS: wet hair and gently massage
shampoo to hair and scalp. Rinse thoroughly
and repeat only if you use lots of styling products.
Follow with DAZZLING SHINE conditioner.

PROFESSIONAL TIP: To maximise shine, and to
smooth the hair shaft, use cool water for your final rinse.

HOLD YOUR HEAD UP HIGH – YOU LOOK GREAT!

Source: Umberto Giannini's Dazzling Shine shampoo

Turn over ►

Text 2

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□

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from AQA Publications □

Tel: 0161 953 1170□

Text 3*(front of bottle)*

Neutrogena®

T/Gel®

Neutar™ Solubilised Coal Tar Extract

**Therapeutic
Shampoo**

Effective treatment for

- Scalp Psoriasis
- Seborrhoeic Dermatitis
(dry, itching scalp)

Treats your scalp,
cares for your hair*(back of bottle)*

DIRECTIONS: (for use as directed by doctor)

1. Wet hair thoroughly
2. Apply liberal amounts of T/Gel® and massage into scalp
3. Leave lather on scalp for several minutes
4. Rinse
5. Repeat application
6. Rinse thoroughly

Use as often as needed or as recommended by your dermatologist or doctor.

CAUTION: Do not use if you are allergic to coal tar or any of the other ingredients in this shampoo. For external use only.

Do not apply to inflamed or broken skin. If irritation develops, discontinue use and consult your doctor. Avoid contact with eyes. If you do get T/Gel® Shampoo in your eyes bathe them thoroughly with water. In rare instances temporary discolouration of blonde, bleached or tinted hair may occur. Coal tar has a photosensitising action and may cause skin irritation and acne-like eruptions on exposure to the sun. If you experience any side effects not mentioned above tell your doctor or pharmacist.

Keep out of the reach of children.

Store away from direct sunlight and at or below 25C.
Do not use after the expiry date printed on base of bottle.

Source: Johnson & Johnson Ltd.

Turn over ►

Text 4

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□

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Text 5

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Text 6

(front of bottle)

**Boots
baby
sensitive skin**

**scalp
moisturising
shampoo**

tearless

clinically tested
suitable for dry skin &
eczema

hypoallergenic

consultant
dermatologist
& paediatrician
approved

Text 6 contd

(back of bottle)

Clinically tested
pH neutral
Fragrance Free
Lanolin free

Delicate baby's skin which is prone to sensitivity, dryness or eczema needs extra special care.

Boots Baby Sensitive skin range developed by Boots Baby Skincare experts is hypoallergenic, dermatologically tested and clinically tested to be suitable for the daily care of all sensitive and dry skin conditions, including eczema.

Boots Baby Sensitive Skin moisturising scalp shampoo is specifically formulated for sensitive or irritated skin. It will gently cleanse your baby's hair leaving it looking soft and shiny, whilst the added moisturisers gently nourish and protect baby's delicate scalp. Suitable for frequent use.

Ideal for you too, especially if you have sensitive skin

Boots Baby bath and skincare range.
Good for baby and for you.

Directions:

Wet hair and massage a little shampoo into the hair and scalp.
Rinse thoroughly.

Source: The Boots Company PLC

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