

General Certificate of Education  
June 2003  
Advanced Subsidiary Examination



**ENGLISH LANGUAGE (SPECIFICATION A)  
Unit 1**

**ENA1**

Tuesday 20 May 2003 Afternoon Session

**In addition to this paper you will require:**

- a 12-page answer book;
- insert for use with Question 1 (enclosed).

The insert is not reproduced here due to  
third-party copyright constraints.

The full copy of this paper can be obtained  
by ordering ENA1  
from AQA Publications  
Tel: 0161 953 1170

Time allowed: 1 hour 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 ENA1.
- There are **two** Sections:  
**Section A:** Language Analysis  
**Section B:** Language Issues
- You must answer Question 1 in Section A and choose **one** question from Section B.

**Information**

- The maximum mark for this paper is 70.
- 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 10 minutes on the reading and preparation of the data to be analysed in answering Section A.

---

**SECTION A – Language Analysis**

Answer Question 1.

---

1 Read carefully **Text A**, which you will find as an insert, and **Text B**, which you will find on page 3. **Text A** is an advertisement for a Nokia mobile phone. **Text B** is an advertisement for the Virgin mobile phone network.

- Comment linguistically on the significant features of the advertisements.
- Explain how these language features contribute to the texts' meanings.

In your answer you should consider:

vocabulary and meanings

grammatical features and their effects

how the language conveys information and ideas

how the language is designed to persuade and affect the intended audience.

*(45 marks)*

Text A is not reproduced here due to third-party copyright constraints. □

□

The full copy of this paper can be obtained by ordering ENA1 □


from AQA Publications □

Tel: 0161 953 1170 □

## Text B

Recalling the Great Seducer's parting words "£10 off a phone and £15 free airtime my sweet," Urmila fell into a state of deep reverie.

"I spurn my unloving network! Seduce me with your freebies on phones over £79" Urmila avowed breathlessly.

See red. Then see 

0845 6000 150 • VIRGIN.COM/MOBILE • V.SHOP  
 VIRGIN MEGASTORES • OUR PRICE • THE LINK  
 PHONES 4 U • ARGOS • TESCO • ASDA • COMET • SANITY

GET A FURTHER £10 FREE AIRTIME IF YOU BUY VIA PHONE OR INTERNET. £15 FREE AIRTIME INCLUDES £5 FREE AIRTIME LOADED ON SIM CARD. END DATE 30TH SEPT. CANNOT BE USED IN CONJUNCTION WITH OTHER OFFERS. TERMS AND CONDITIONS APPLY.

Source: Virgin Mobile

Turn over ►

**SECTION B – Language Issues**

Answer **either** Question 2 **or** Question 3.

---

**EITHER**

- 2 What kinds of objections do people raise to politically incorrect language? How important is it to avoid using such language?  
*(25 marks)*

**OR**

- 3 To what extent do children learn language by copying the language that is spoken to them?  
*(25 marks)*

**END OF QUESTIONS**

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Permission to reproduce all copyright material has been applied for. In some cases, efforts to contact copyright owners have been unsuccessful and AQA will be happy to rectify any omissions of acknowledgements in future papers if notified.