

General Certificate of Education
January 2005
Advanced Subsidiary Examination



ENGLISH LANGUAGE (SPECIFICATION B)
Unit 2 Language and Social Contexts

ENB2

Tuesday 11 January 2005 Afternoon Session

In addition to this paper you will require:
an 8-page answer book.

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 ENB2.
- Answer **two** questions.
- Question 1 may be answered by **re-sit** candidates **only**.

Information

- 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.
- The maximum mark for this paper is 70, which will be scaled to give a mark out of 35.
- All questions carry equal marks.

Answer **two** questions.

Each question carries **35** marks.

Question 1 may be answered by **re-sit** candidates **only**.

1 Language and Gender

The English Language contains many expressions that refer to the way men and women talk. Some examples are given in the box below.

talking man to man	talking like a lady
locker room talk	girl talk
swearing like a trooper	nice girls don't swear

What do these examples, and other similar expressions you may know, tell us about social attitudes to gender and talk?

In your answer you should include reference to any relevant ideas from language study.

2 Language and Technology

The following transcript is the first part of a recorded interactive message heard by a caller to the UCI cinema national information and booking line. The caller is dialling from Preston in October 2003.

Discuss some of the ways in which language is used to interact with the caller.

In your answer you should refer to any frameworks you consider appropriate and to any relevant ideas from language study.

Key: (.) indicates a brief pause
underlining indicates emphasis given to words.

Transcript:

[*male voice*] welcome to the Filmworks and UCI cinema information and booking line (.) please press the star button on your telephone keypad twice now

[*caller presses star button twice*]

thank you (.) first you need to select the cinema you wish to visit (.) to select Preston
5 press two (.) to hear the next cinema name press three

[*caller presses two*]

you have selected the UCI cinema at the Riversway Docks in Preston (.) if you'd like to receive Cinemail our weekly email about films film times and special offers for your local UCI please press zero then hash to speak to an operator to register

10 [*different male voice with echo effect*] want to book for The Matrix Reloaded on the big Imax screen at the Manchester Filmworks? (.) then either visit Manchester Imax dot co dot UK or call o eight seven zero five eight eight eight nine nine nine

[*returns to original male voice*] please listen carefully to the following options (.) to hear film information or book tickets press one (.) to hear price information press two
15 (.) to hear directions to the cinema press three (.) to hear other cinema information press four (.) if you have any special requirements such as disabled or complicated bookings an inquiry about a previous booking or you need to speak to someone at the cinema press zero (.) if you would like to reselect the cinema you wish to visit press star (.) remember you may interrupt me at any time by pressing the button of your
20 choice on your telephone keypad

[*caller presses one*]

and now here are the film choices (.) Finding Nemo certificate U (.) to hear showing times for this film press two (.) to book tickets for this film press zero (.) to skip forward to the next film press three (.) to hear the running length and the BBFC
25 explanatory description for this film press five (.) to return to the main options press star (.) please interrupt me at any time

[*caller presses five*]

one hundred and four minutes (.) contains mild peril (.) Finding Nemo certificate U (.) to hear showing times for this film press two (.) to book tickets for this film press
30 zero (.) to skip forward to the next film press three

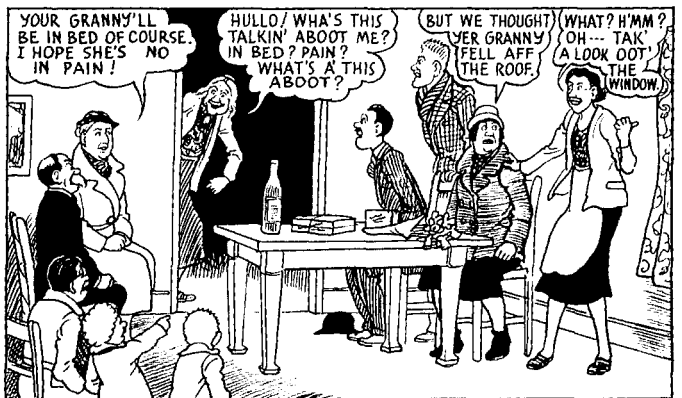
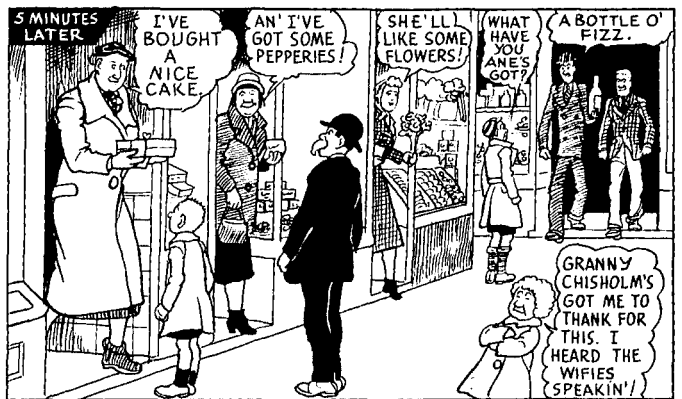
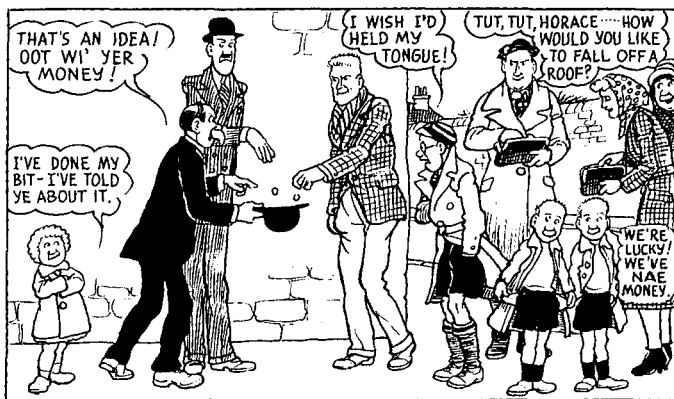
Turn over ►

3 English Dialects of The British Isles

The following text is a cartoon strip of *The Broons* from *The Sunday Post*, a weekly newspaper published in Scotland. In the Scottish dialect of the text, the word ‘granny’ can refer to part of a chimney.

Identify and comment on the representation of dialect in this text.

In your answer you should refer to any frameworks you consider appropriate and to any relevant ideas from language study.



4 Language and Power

The following text is an advertisement by the Health and Safety Executive (HSE), a government institution responsible for enforcing health and safety law. The advertisement appeared in a business supplement of *The Guardian* newspaper in June 2003.

How does the language of the text attempt to influence its audience?

In your answer you should refer to any frameworks you consider appropriate and to any relevant ideas from language study.

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