

**ADVANCED GCE**  
**ENGLISH LANGUAGE**  
Culture, Language and Identity

**F653/RB**

**READING BOOKLET**

**Friday 24 June 2011**  
**Morning**

**Duration: 2 hours**  
(+15 minutes reading time)



- **The first fifteen minutes are for reading the passages in this reading booklet.**
- During this time you may make any annotations you choose on the passages themselves.
- The questions for this examination are given in a separate booklet.
- **You must not open the question paper, or write anything in your answer booklet, until instructed to do so.**
- The Invigilator will tell you when the fifteen minutes begin and end.
- You will then be allowed to open the question paper.
- You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.
- You will have **two hours** to work on the tasks.
- This document consists of **16** pages. Any blank pages are indicated.

**INSTRUCTION TO EXAMS OFFICER/INVIGILATOR**

- Do not send this reading booklet for marking; it should be retained in the centre or destroyed.

The material in this reading booklet relates to the questions in the question paper.

You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.

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Answer the question from Section A and one other question from Section B or Section C or Section D.

### Section A – Language and Speech

#### Compulsory Section

- 1 In passages (a), (b) and (c) the respective authors are writing about Received Pronunciation (RP).

#### Passage (a) is from a book on English phonetics [1918]

... The type of speech described in this book is a useful one. It is based on my own (Southern) speech, and is, as far as I can ascertain, that generally used by those who have been educated at the public schools ... The term Received Pronunciation is often used to designate this pronunciation.

#### Passage (b) is adapted from a text book on changes in the English language [1985]

Earlier BBC recordings make us realise just how much RP has changed in the recent decades. Apart from the modern art critic Brian Sewell, the exaggerations of stressed RP have almost disappeared ... The pronunciation of all forms of language is always subject to change. It should not be difficult to find that the 'prestige' form of English is not immune to such modification. A few simple examples will show this clearly. Listen to younger RP speakers' pronunciation of such words as *home* and *Rome*. The earlier diphthong of the /o/ has now become centralised as a single vowel sound. Similarly the pronunciation of *off*, *cloth* and *cross* has changed ... The older generation used the /ɔ:/ Phoneme. The younger generation have adopted the /ɒ/ so changing the words to a pure vowel sound ... How far the dilution of RP and the adoption of an assumed popular accent will go remains an open question. If it becomes widespread the result would be that RP would lose its historical identity and a new standard would emerge ...

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#### Passage (c) is cited in an academic text on speech changes [1996]

What are some of the major changes in RP over the past twenty years?

- Words like *sure*, *poor* and *tour* now sound identical to *shore*, *pour* and *tore*;
- The insertion of /t/ phoneme in words like *prince*;
- A ch sound appearing in words like *perpetual*  
A j sound appearing in *graduate*;
- The ever increasing use of glottal stops across the classes;
- Ch and j sounds appearing in *reduce*, *produce*, *Tuesday*;
- The l sound changing radically to a w sound in *milk*, *silk*, *myself* ...

5

Answer **one** question from Section B **or** Section C **or** Section D.

**EITHER**

**Section B – The Language of Popular Written Texts**

2 Passages (d), (e), (f) and (g) show a range of writing for children.

**Passage (d) is a traditional nursery rhyme and is often set to music.**

**Twinkle, Twinkle, Little Star**

Twinkle, twinkle, little star, how I wonder what you are?  
Up above the world so high, like a diamond in the sky.

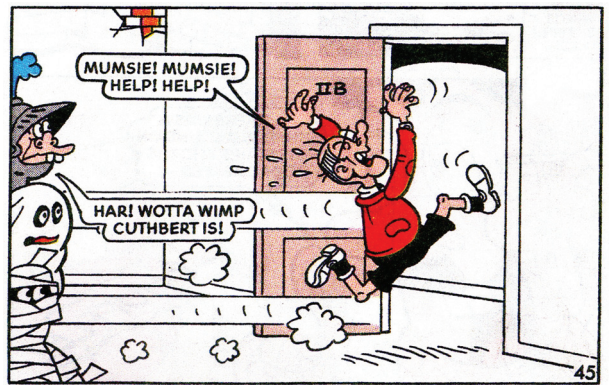
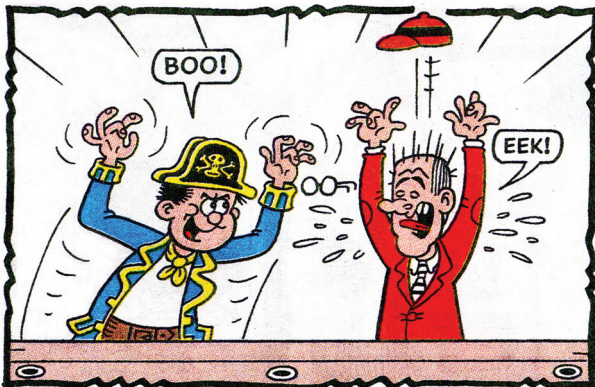
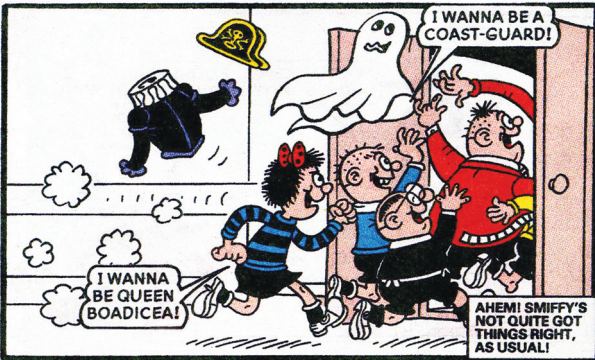
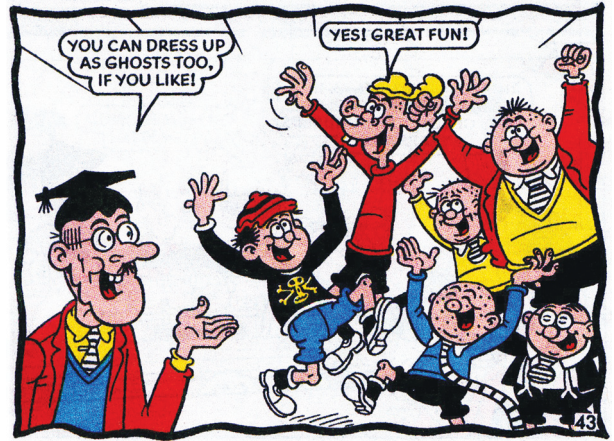
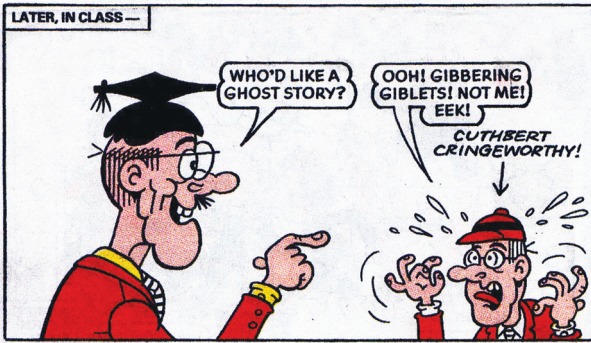
When the blazing sun is gone, when he nothing shines upon,  
Then you show your little light, twinkle, twinkle all the night.

Then the traveller in the dark, thanks you for your tiny spark, 5  
He could not see which way to go, if you did not twinkle so.

In the dark blue sky you keep, and often through my curtains peep,  
For you never shut your eye, 'til the sun is in the sky.

As your bright and tiny spark lights the traveller in the dark, 10  
Though I know not what you are – twinkle, twinkle little star.

Passage (e) is an extract from the long-running comic the *Beano*.



Passage (f) comes from a book called *Five on a Treasure Island*. The author is Enid Blyton. It was first published in 1942 and is still in print in 2010.

*Chapter Two*

## THE STRANGE COUSIN

THE children's aunt had been watching for the car. She came running out of the old wooden door as soon as she saw it draw up outside. The children liked the look of her at once.

"Welcome to Kirrin!" she cried. "Hallo, all of you! It's lovely to see you. And what big children!"

There were kisses all round, and then the children went into the house. They liked it. It felt old and rather mysterious somehow, and the furniture was old and very beautiful. 5

"Where's Georgina?" asked Anne, looking round for her unknown cousin.

"Oh, the naughty girl! I told her to wait in the garden for you," said her aunt. "Now she's gone off somewhere. I must tell you, children, you may find George a bit difficult at first—she's always been one on her own, you know. And at first she may not like you being here. But you mustn't take any notice of that—she'll be all right in a short time. I was very glad for George's sake that you were able to come. She badly needs other children to play with." 10

"Do you call her 'George'?" asked Anne, in surprise. "I thought her name was Georgina."

"So it is," said her aunt. "But George hates being a girl, and we have to call her George, as if she was a boy. The naughty girl won't answer if we call her Georgina." 15

The children thought that Georgina sounded rather exciting. They wished she would come. But she didn't. Their Uncle Quentin suddenly appeared instead. He was a most extraordinary-looking man, very tall, very dark, and with a rather fierce frown on his wide forehead.

"Hallo, Quentin!" said Daddy. "It's a long time since I've seen you. I hope these three won't disturb you very much in your work." 20

"Quentin is working on a very difficult book," said Aunt Fanny. "But I've given him a room all to himself on the other side of the house. So I don't expect he will be disturbed."

Their uncle looked at the three children, and nodded to them. The frown didn't come off his face, and they all felt a little scared, and were glad that he was to work in another part of the house. 25

"Where's George?" he said, in a deep voice.

"Gone off somewhere again," said Aunt Fanny, vexed. "I told her she was to stay here and meet her cousins."

"She wants spanking," said Uncle Quentin. The children couldn't quite make out whether he was joking or not. "Well, children, I hope you have a good time here, and maybe you will knock a little common-sense into George!" 30

Passage (g) comes from a magazine called *Bird Life*. It is written to encourage younger people to become interested in various aspects of the natural world.

# Fab fungi!

by Nicola Chester

**F**ungi are **strange and mysterious**.

They are ancient, but they can pop up overnight and vanish in a day. They are sticky, slippery, dry, crusty, pretty, ugly, colourful, dull, rubbery, dusty – and right now, they are **everywhere**.

Fungi are **mushrooms and toadstools**, but they are also the **mildew** between the bathroom tiles and the **mouldy greeny blue fur** on the last piece of bread.

We can eat some fungi, but others are so poisonous they will **kill you**. One thing is certain: we cannot live without them.



## They're important? Why?

Did you know that without fungi, there would be no **chocolate**? But they are more important even than that.

Along with bacteria, fungi are nature's great **recyclers**. Fungi turn things like cow pats into soil that grows more lush grass for cows to eat. They turn dead plants, trees, animals and waste into good soil by **rotting** them down. Plants would die without fungi to make healthy soil, and animals would starve without plants and we would soon be buried in waste and yucky stuff, too.

You will probably smell a **stinkhorn** before you see one. It can grow 20 cm in 3 hours and is covered in smelly green goo that flies love. Pool!



## How do they grow?

Plants make food from sunlight, but fungi dissolve their food with juices called **enzymes** and then soak it up like a **sponge**. The word "fungi" means "sponge".

The toadstool we see poking out of the ground is only a small part of a fungus. Underground, the fungus has masses of stringy threads called **mycelia**, which are a bit like roots. Mycelia can live for hundreds of years.

**Toadstools** are the fruiting part, sending out spores that new fungi grow from, like seeds. Some fungi puff out spores that look like dust when rain splashes on them. The spores of the **stinkhorn fungus** are spread by flies.

One 10 cm **mushroom cap** can produce 16 billion spores. Harmless spores are in the air we breathe and astronauts have even found them in space.



Answer **one** question from Section B **or** Section C **or** Section D.

OR

**Section C – Language and Cultural Production**

3 Passages (h), (i), (j) and (k) are concerned with games, gaming and the world of virtual reality.

**Passage (h) is a review of a game from a culture magazine [2009]**

# games

● **GI Joe: The Rise of Cobra** Nintendo DS, PS2, PS3, Wii, Xbox 360

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To coincide with the release of the identically named film, <b>GI Joe: The Rise of Cobra</b> tells the simple story of GI Joe shooting bad people. The baddies in question are pumped full of “nano machines” to explain why they conveniently evaporate postmortem and engaging them takes the form of a	5	depressingly dull series of gunfights. With no control over the camera on offer, it’s easy for the game to funnel you into the next onslaught of nano-infused idiots; the downside is that the unstinting sheets of fire emanating from your gun will regularly aim themselves at unseen assailants and there’s absolutely no way of	15	having a look to see what you’re blowing up. With voice acting so wooden that if you nailed it together you could build an ark, the one ray of hope in an otherwise bleak landscape of desolation is that at least this doesn’t take itself too seriously. NICK GILLETT <i>Electronic Arts,</i> <i>£24.99–£34.99</i>	30	35	40
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Passage (i) is from a blog introducing the Moshi Monsters, which are very popular with young people interested in interactive games [2009]



HOME CURRENT NEWS ENTERTAINMENT SPORTS TECHNOLOGY INTERNET EDUCATIONAL FOOD & DRINK TRAVEL OTHERS

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**Moshi Monsters sign up page - sign in moshi monsters website**

- From [b4tea.com](http://b4tea.com)

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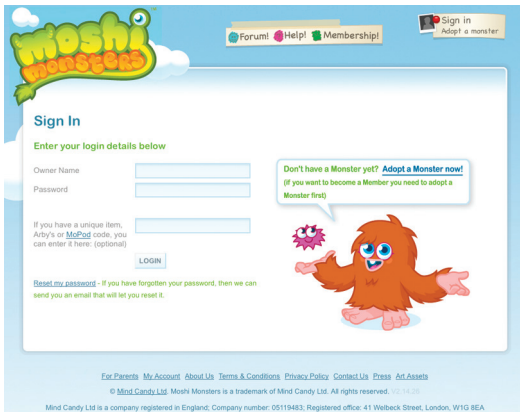
**Moshimonsters.com website | Moshi Monster sign in page**



The world of **Moshi Monster** is a company of monster pets and it loves developing games and new forms of interactive entertainment. And it also provides **Moshimonsters.com** which is related **Moshi Monsters** Merchandise and all associated activities. Here you can get Information about **Moshimonster.com sign in and sign up page**. And also get information about Moshi monster website, where you can adopt your very own pet monster.

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**Moshi Monsters** is created by the company with the intention to produce new entertainment experience that would be fun, safe and educational for kids of all ages and kids can gain more knowledge.



If you want to play Moshi Monster game first you visits Moshimonster.com site, on this site you can adopt any pet monster, which is liked by him or her, give it name and design its color scheme. You can also purchase clothes and other items for the monster. Players get a credit card after solving puzzle. These puzzles test skills such as basic maths, spatial awareness, logic, counting, anagrams and vocabulary.

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If you want to play monster game, first you open Moshimonster.com site, on the top of the right side you get a sign in option, click on this option and get login page.

20

On this Page You enter your owner name and pass words and then login. If you are not a member of Moshimonster.com, first You open sign up page and fill up your monster detail and create Your monster account.

When Mark Harris took a stroll down Grand Theft Auto IV's mean streets, he quickly identified with its amoral hero. It's all just a bit of fun, though – isn't it?

**G**rand Theft Auto IV sold a record 609,000 copies in one day when it was launched in the UK this week, raking in nearly £25m for its maker, Rockstar Games. That's about twice what Hollywood can expect its first blockbuster of the year, Iron Man, to earn when it opens here this weekend. Some experts are even tipping Grand Theft Auto (or GTA) IV to topple the Pirates of the Caribbean 3 movie from its perch as the entertainment title with the most first-week sales. 5

That's not all. The game has been linked to two real-life attacks (a stabbing and a mugging) on its very first day of sale, and adverts for it have been withdrawn from public transport systems across America because of its graphic violence. So what makes GTA IV, available now on the PlayStation 3 and Xbox 360 consoles for about £40-£50, more exciting than Speed Racer, more profitable than James Bond and more dangerous than a crazed hoodie? I take a stroll along the mean streets of Liberty City (its fictional setting – a thinly veiled New York) to find out. 10

Forget big-name stars and glitzy glamour girls; the "hero" of GTA IV is a rough-hewn, unshaven Serbian immigrant by the name of Niko Bellic. He's voiced by Bruce Kronenberg, an actor whose previous career highlights have been as a minor character in a single episode of The Sopranos and a few appearances in Law & Order. 15

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Passage (k) is from an article about virtual worlds published in a daily broadsheet newspaper [2008]

# Screen grabbers – crime hits the digital frontier

As a teenager is arrested for stealing pixels, Victor Keegan reports on the rise of the 3-D ‘virtual worlds’ that could transform the way we work, play, shop and communicate

Virtual worlds are becoming the next big thing as the internet evolves into three dimensions. Some pundits predict they will be as important as the industrial revolution. Entropia Universe, the Swedish virtual world, which had a turnover of \$365m last year – and will soon become the first virtual world to be floated on the stock market – already enables users around the world to draw down money earned inside the game at ordinary cash dispensers. It is still a puzzle to many people how virtual goods that have no existence outside the computer code that generates them can be worth real money. But anything has value if people are prepared to pay for it.

That is why users of the social network Facebook have started paying money to

5 send “virtual flowers” to their friends. It is why someone in the virtual world there.com paid \$83 in an auction for a “virtual” Levi jacket, albeit a limited edition, for their avatar (three-dimensional representation of themselves) when a real-world one cost \$78.

Habbo, owned by a Finnish company, Sulake, boasts 80 million members – bigger than most countries – of whom more than 7 million are regular users. It overwhelmingly attracts younger people who are given their own cartoon-like avatar and private room that they can decorate how they like and where they can entertain their friends. In a world being taken over by social networking, these spaces, where like-minded people from

30 meet, have obvious attractions. Because of the preponderance of children, bad behaviour is taken very seriously. It was Habbo that reported the crime to the police.

Some other countries have already been grappling with the challenge of how to police virtual worlds for some time. Most police stations in South Korea, the most advanced cyber-economy in the world, have cyber patrols to deal with the increasing outbreaks of criminal activity in virtual worlds, from gaming frauds or money laundering to straight theft. There have even been reports from the country of virtual gangs of avatars demanding that beginners give them virtual “protection money”.

Answer **one** question from Section B **or** Section C **or** Section D.

OR

**Section D – Language, Power and Identity**

4 Passages (l), (m), (n) and (o) are about becoming successful.

**Passage (l) is an article that was published in an upmarket lifestyle magazine [2009]**

**THAT’S SHOE BUSINESS**

**T**amara Mellon, 42, founder of the Jimmy Choo shoe empire, is the mogul who looks like a model and has dated Christian Slater. 5 She also eats businessmen for breakfast. Two years ago, the former Heathfield girl was very nearly ousted from the company she founded in 1996. Instead of shrinking from the challenge, 10 she took a leaf from the book of her late businessman father Tommy Yeardye (he launched the Vidal Sassoon product line and Carmen Rollers). Despite the fact it was Christmas and she was on 15 holiday in St Barth’s, she set up a war room in the villa she had rented and planned her attack. A few days later she walked straight off the plane and into 20 a hostile boardroom with 10 corporate suits. ‘Private equity guys only look at numbers,’ she says. ‘They have no idea about design – I convinced them to see things my way. They wouldn’t buy the company without me.’ 25

Today she sits at the helm of a company worth £300 million, with more than 100 shops worldwide. It has won countless awards and its own guest spots on *Sex and the City* and *Ugly Betty*. H&M is 30 launching a Jimmy Choo line, Pharrell Williams and P Diddy have rapped

about the shoes and Michelle Obama wore them on Inauguration Day. Ron Perelman appointed Tamara to the board 35 of one of his companies, Revlon. Rupert Murdoch, George Soros, Paul Allen and Teddy Forstmann all vie for her attention. Like them, she likes to give back. Her latest venture is Project PEP, a series of 40 limited-edition punk-style bags and shoes designed for her friend Elton John’s Aids Foundation, of which she is a patron.

Tamara has recently moved to New York with her seven-year-old daughter 45 from her short-lived marriage to American banking heir Matthew Mellon. ‘I miss my girlfriends a lot,’ she says ‘but Minty has never been happier. She sees her father all the time and her Mellon cousins live 50 round the corner. We’re like the mother and daughter in *Gossip Girl*.’

Just like the fictitious van der Woodsens, Tamara and Minty live on the Upper East Side in a \$20 million 55 apartment that used to be owned by the Bronfman family. ‘Minty and I go bike-riding in Central Park,’ she says ‘and we love going to Broadway musicals together. We just saw *Nine to Five*. And no, I’m 60 not seeing anyone at the moment but my friends always tease me that if there’s a bad boy within a 100 miles, I’ll find him.’

Passage (m) is an article that was published in a magazine aimed at the modern business woman [2009]

# Being "Superwoman"

Married at 23, a mother by 25 and director of a leading bank at 28, **Nicola Horlick** was one of the first business women to juggle a city career and a large family.

But her ride's been far from smooth, as *Fiona Shield* finds out.

One of the country's most famous working mothers, Nicola Horlick was labelled "Superwoman" by the media when she successfully juggled a high-flying career in the City with caring for a large family and a daughter with leukaemia. First noticed by the press when she flew to Germany to argue against her suspension from Morgan Grenfell, following rumour that she was planning on defecting with a team of fund managers, Horlick has always held on tightly to her morals and self-belief to achieve in arguably the most masculine industry in the world. But characteristically honest and upfront, she maintains that there are many other women that deserve the title more than her.

## 5 When were you first interested in a career in business?

I'm surprised I ended up in the City; it certainly wasn't my intention because from a very early age I wanted to be an actress. When I was 17 I had an audition for RADA but I also had a place at Oxford so I went to Oxford and somehow ended up in the City, it must have been fate. I stopped pursuing acting completely because I'm the kind of person that couldn't do something without full commitment, but it was very useful training for business because I can now stand up in front of 2,000 people and make a speech without being nervous and without notes. When I'm recruiting I look for people who have done drama and debating, because so much of what we do these days is about communication.

## What made you decide to set up two businesses from scratch? 50

I'd been successful at a big bank, I'd done a turnaround situation within Morgan Grenfell Asset Management, and a start-up with SG Asset Management with the backing of a big bank. It went incredibly well and was really successful so after selling our stake back to the French, I decided to take on the challenge of setting up a boutique – Bramdean Asset Management – without a big bank behind me. I'm really glad that I've done all the things I have because it's taught me so much about business. 60

Passage (n) is an article that was published in a magazine section encouraging women to start their own business [2009]

# Start-up **SUCCESS**

**Elaine Bernard** gave up a promising career at electronics giant Sun Microsystems to set up a martial arts business, Precision, [www.pmartialarts.com](http://www.pmartialarts.com), with her husband, World Kickboxing Champion, Paul.

'I was working long irregular hours, and Paul's martial arts training sessions increased from one night a week to four. We hardly saw each other, so to be with him I would finish work and join him at his training sessions. The days got longer for me and there came a time when I realised I enjoyed the martial arts and being with Paul too much to give that up, so I gave up my day job instead. I was very nervous about giving up my career, a lot of people said to me that living and working together puts a strain on a relationship, and I was leaving a secure position in a great company. 5  
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The business was initially set up by my husband as a hobby and was funded by his valeting business. I always knew that I wouldn't be working in a 9 to 5 office job long term because I wanted to be active in my work. 15

Paul is the creative side of the partnership and I'm the business side. I'm down to earth and will look at the finer details of a plan to see how his dreams can realistically be put into action. Looking back I made the right decision, now I have more freedom and control over my life and future, which is a great feeling. Though running a business is harder than I first thought, I was lucky to have Paul showing me the ropes and the support of those closest to me. 20

Passage (o) is a passage that was published in a book aimed at people studying marketing [2008]

## **People are brands, too**

And what about people like Madonna, Beckham and a host of other singers, sporting stars or media personalities? Is it just that they are great at what they do? Again, they may be good, but it would be foolish to think that there's never anyone with better skills or abilities out there. Is Madonna really the best singer in the whole wide world? No, but then, it doesn't really matter whether she is or she isn't. 5

The simple fact is, what makes them successful is not really down to tangible qualities at all. It's not what's in the can, or bottle, or cup. It's not the song, or how well it's sung. It's not the shoe and it's not the plane. Of course, every product or service must offer some kind of benefit, as we shall discover later. But benefits alone, in the way traditional marketing has understood them, are no longer sufficient to make something or someone stand out from the crowd. What makes these businesses and people powerful is that they are outstanding brands. 10

**Be distinct or extinct.**

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