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).

Time allowed: 1 hour 30 minutes

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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.

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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.

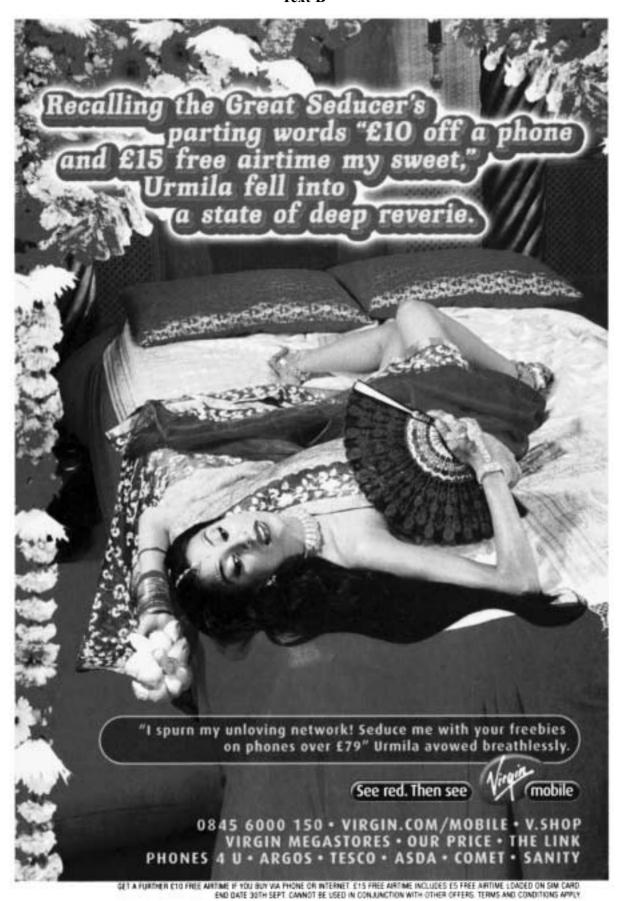
(45 marks)

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Text B



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

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