

General Certificate of Education
January 2005
Advanced Level Examination



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

EA4W

Monday 24 January 2005 9.00 am to 11.30 am

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 texts 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 are envelopes, letters or leaflets produced by banks promoting either a credit card or a personal loan.

- Text 1** Trustcard – envelope and letter
Text 2 Egg – leaflet
Text 3 Virgin – envelope, letter and leaflet

Suggested structure for writing up your investigation

1: Aim(s)

State the aim(s) of your investigation and identify which texts 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

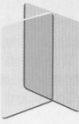
Draw your conclusions in response to your aim(s) and based on your analysis.

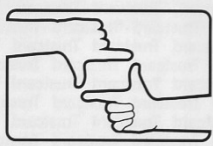

5: Evaluation

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

(60 marks)

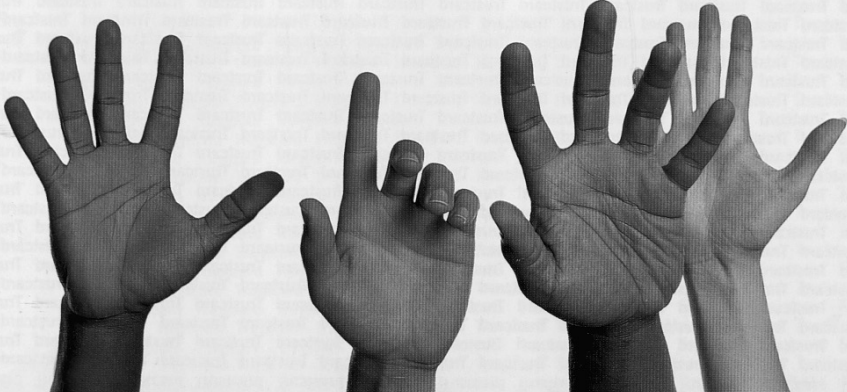
Text 1

trustcard 

 
POSTAGE PAID
ROYAL MAIL
HQ 101

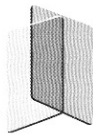
If you already have a Trustcard, we apologise for writing to you and would be grateful if you would pass this pack to a friend or colleague who may wish to apply. We always try to avoid mailing our cardholders, but unfortunately cannot guarantee doing so. Thank you.

Hands up who wants a credit card with 0% on purchases and balance transfers until 1 September 2004



Turn over ►

trustcard



60174640
Mr J Harris
35 Church Road
Headingley
LEEDS
LS24 2PJ

February 2004

9484



Switch to Trustcard Platinum and take advantage of our great introductory offer

Dear Mr Harris

How would you like to benefit from 0% interest on everything you buy until 1 September 2004?

What about transferring your outstanding credit and store card balances, again enjoying 0% interest until 1 September 2004¹?

Now you can do both by switching to Trustcard Platinum. You just need to be a UK resident earning more than £12,000 a year to apply for our great introductory offer.

Trustcard. Even more handy than you may think

Whether you're popping down to the local supermarket or holidaying abroad, Trustcard Platinum's extra spending power means that those bargains, must-haves and to-die-fors can be yours.

And while many other credit cards offer a low introductory rate, you often find that as soon as the initial period is up, you'll be charged as much as 29.0% APR. But with Trustcard Platinum our standard rate is currently just **14.9%** APR, so you'll still be able to take advantage of a low ongoing rate.

On top of that, your Trustcard Platinum comes packed with handy extras.

For a start, most of your purchases will be covered by our 180-day Purchase Protection². Then there's our Online Shopping Guarantee, which protects you from any loss as a result of fraud when you're shopping on the Internet³.

Plus, with a new chip and PIN card you will receive extra protection against fraud with more secure payments, and you can choose a PIN that's personal to you.

Please turn over...

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trustcard
5521 1234 5678
00/00-0000 JK
MR T. M. GREY

0%
ON PURCHASES
UNTIL
1 SEPTEMBER 2004

0%
ON BALANCE
TRANSFERS
UNTIL
1 SEPTEMBER 2004

NO
ANNUAL FEE

14.9%
APR

What's more, there's no annual fee, you'll have up to 56 days' interest-free credit³ on purchases and you can take advantage of our commission-free offer on all foreign currency⁴. You can even have a free additional card for your partner or a friend.

Please find all the details in the brochure I've enclosed for you.

Apply now

Applying for your Trustcard Platinum is easy – you just need to be aged 18 or over and earning more than £12,000 a year. Simply fill in the attached application form and post it to us in the enclosed reply-paid envelope by **1 May 2004**.

And remember, you could save yourself hundreds of pounds by transferring your existing credit and store card balances¹ to Trustcard Platinum – just look at the enclosed brochure to see how much you can save. So don't forget to complete the balance transfer section of the form.

That's all there is to it.

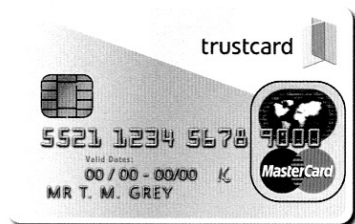
We look forward to putting a Trustcard in your hands.

Yours sincerely,

Katrina Cliffe

Katrina Cliffe
Head of Cards

P.S. With no interest on purchases and balance transfers until 1 September 2004, the sooner you switch to Trustcard Platinum the more you'll save.



Even more handy than you may think

1 Credit card balances must be transferred from non-Lloyds TSB group credit cards. You can make balance transfers at 0% up to six weeks after we open your account. After the minimum payments have been made, the remainder is allocated to promotional balances first. This means that your balance transfer is paid off before other balances.

2 Terms and conditions apply to all Trustcard Platinum credit card benefits. Full details will be sent with your card.

3 Provided you clear your entire balance by the payment date. There is no interest-free period on cash withdrawals or credit card cheques. Interest is charged from the date the transaction is made.

4 This will be treated as a cash withdrawal. For cash withdrawals there is a cash handling fee of 2% (minimum £2) and no interest-free period.

If you would like written details of our credit terms, please write to Lloyds TSB Bank plc, Card Operations, Customer Accounts, Sussex House, Brighton BN1 4BE. How much we lend (if any) and the issue of Trustcard Platinum depends on our assessment of your financial position. Interest rates may vary. The minimum monthly payment is £5 or 2% (whichever is greater) of your total monthly balance plus £5 or 2% (whichever is greater) of any outstanding balance transfer.

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Please contact us if you'd like this in large print or Braille.

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