

General Certificate of Education
January 2005
Advanced Level Examination



ENGLISH LANGUAGE (SPECIFICATION A)
Unit 5 Language Variation and Change

ENA5

Wednesday 26 January 2005 1.30 pm to 3.00 pm

In addition to this paper you will require:
a 12-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 ENA5.
- There are **two** Sections:
 - Section A:** Texts from Different Times
 - Section B:** Contemporary Language Variation and Change in the British Isles.
- You **must** answer Question 1 from Section A and **either** Question 2 **or** Question 3 from Section B.

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 15 minutes studying and preparing the source material. It is further recommended that you spend approximately 35 minutes writing your answer to Section A, and 40 minutes writing your answer to Section B.

ENA5

SECTION A – Texts from Different Times

Answer Question 1.

- 1 Text A is an advertisement which appeared inside the front cover of a novel printed in 1887.

Analyse and evaluate how the writer of this advertisement for Beecham's Pills uses language to represent the product and persuade the reader.

(30 marks)

Text A

A WONDERFUL MEDICINE BEECHAM'S PILLS

Are admitted by thousands to be worth above a Guinea a Box
for Biliary and Nervous Disorders, such as Wind and Pain in
the Stomach, Sick Headache, Giddiness, Fulness and Swelling
after meals, Dizziness and Drowsiness, Cold Chills, Flushings
of Heat, Loss of Appetite, Shortness of Breath, Costiveness,
Scurvy, Blisters on the Skin, Disturbed Sleep, Frightful
Dreams, and all Nervous and Trembling Sensations, &c. The
first dose will give relief in 20 minutes. This is no fiction, for
they have done it in thousands of cases. Every sufferer is
earnestly invited to try one box of these Pills, and they will be
acknowledged to be

WORTH A GUINEA A BOX.

For Females of all ages these Pills are invaluable, as a few
doses of them carry off all humours, and bring about all that is
required. No female should be without them. There is no
medicine to be found to equal BEECHAM'S PILLS for removing
any obstruction or irregularity of the system. If taken accord-
ing to the directions given with each box, they will soon restore
females of all ages to sound and robust health.

For a Weak Stomach, Impaired Digestion, and all Disorders
of the Liver they act like "Magic," and a few doses will be
found to work wonders upon the most important organs of the
human machine. They strengthen the whole muscular system,
restore the long-lost complexion, bring back the keen edge of
appetite, and arouse into action, with the Rosebud of Health,
the whole physical energy of the human frame. These are
"facts" admitted by thousands, embracing all classes of society,
and one of the best guarantees to the Nervous and Debilitated
is BEECHAM'S PILLS have the largest sale of any patent medicine
in the world.

Full Directions are given with each Box.
*Sold by all Druggists and Patent Medicine Dealers in the United
Kingdom, in Boxes at 1s. 1½d. and 2s. 9d. each.*

Glossary

1d = 1 old penny;

1s = 1 shilling (12 old pennies);

1 guinea = 21 shillings.

Source: THOMAS LOVE PEACOCK, *Crotchet Castle* (Cassell & Company Limited) 1887

SECTION B – Contemporary Language Variation and Change in the British Isles

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

EITHER

- 2 Examine how non-standard varieties of contemporary British English may be used by individuals to express solidarity as members of a social or occupational group. Discuss the attitudes which might be shown to these varieties.

(30 marks)

OR

- 3 Why do users of contemporary British English borrow words and phrases from other languages and dialects?

(30 marks)

END OF QUESTIONS

THERE ARE NO QUESTIONS PRINTED ON THIS PAGE

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