



GCE AS/A level

1151/01

ENGLISH LANGUAGE

LG1: Introduction to the Language of Texts

A.M. WEDNESDAY, 16 January 2013

2 ½ hours

ADDITIONAL MATERIALS

You will need a WJEC 20-page answer booklet (pink), which has been specifically designed for this examination paper. No other answer booklet should be used. Should you run out of space, use a standard 4 page continuation booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Answer **both** questions: **01** for Section A and **02** for Section B.

Write your answers in the separate answer book provided, following the instructions on the front of the answer book.

INFORMATION FOR CANDIDATES

Question **01** carries **40 marks**, and Question **02** carries **20 marks**.

You should divide your time accordingly.

In this unit you will be assessed on your ability to:

- select and apply a range of linguistic methods, to communicate relevant knowledge using appropriate terminology and coherent, accurate written expression (AO1);
- demonstrate understanding of a range of concepts and issues related to the construction and analysis of meanings in spoken and written language, using knowledge of linguistic approaches (AO2);
- analyse and evaluate the influence of contextual factors on the production and reception of spoken and written language, showing knowledge of the key constituents of language (AO3).

You are reminded that assessment will take into account the quality of written communication used in your answers.

SECTION A**The Language of Texts**

This Section counts for 40 marks, and you should devote an appropriate proportion of your time to it.

The following two texts are about decorating the home.

Text A, published in 2011, is the introduction to *Teen Bedroom Decorating Ideas* by Heidi Tyline King and Mary Wynn Ryan from the website of the American reality television channel TLC.

Text B, published in 1917, is from the introduction to *The Art of Interior Decoration* by Grace Wood and Emily Burbank.

Question **01**

Analyse the use of language in these texts.

In your answer you should:

- analyse and explore the use of language to advise and inspire readers;
- consider in what ways, how successfully and how appropriately the writers use language to appeal to their intended audiences;
- include some consideration of similarities and/or differences between the texts.

(40 Marks)

TEXT A: (from *www.TLC.howstuffworks.com*)

Teen Bedroom Decorating Ideas

by Heidi Tyline King and Mary Wynn Ryan

5 Just as adult decorating decisions are often triggered by a life change, such as a new baby or a major social event like an at-home wedding, your child may want to celebrate a personal milestone with a new bedroom. Right before starting middle school is a popular time to give the bedroom a new personality, but the desire may hit any time between about age nine to sometime in high school. Do your homework and you'll be ready for this adventure whenever it arrives. The pages in this article provide a number of different decorating ideas for your teen's bedroom.

10 With all of today's product choices available in a variety of price ranges, redecorating a room can be a fun project you and your teen or preteen can share. Let your child know you support (within reason) his or her wish for self-expression through room decor and even an independent-minded child will turn to you for help and advice as well as funds.

15 On the ticklish subject of funds, you may already know that, while kids this age are painfully brand conscious, most have no desire for the high-end looks adults crave. Fun, funky, and free-spirited designs hold more appeal, and even kids who appreciate the finer things are likely to want a more unrestrained version of a traditional look.

20 If you and your child can come to some agreement about such major items as a desk, a bed, and window treatments, buy the best "real" furnishings your budget allows. Then, fill in with fun, low-cost novelties like beanbag chairs in jellybean colors, funky lamps, and dramatically colored bedding you won't mind replacing when a new look comes along in a few years.

25 Painted walls are a practical choice at this stage of the game. Paint has a fresh contemporary feeling, and, better yet, it's the least expensive, fastest way to make a big change in a room. You'll want to tell your child that paint looks a lot darker and more vivid on four walls than in a tiny paint chip and that professional designers usually advocate choosing a color two or three steps lighter than the color you like best on the paint chip. That said, buy the smallest container you can of several colors in the running, and have your child paint an area about three feet square on one wall with each of the colors. Let your child choose the hue that looks best. (One big exception to starting with the paint color is if your child has already picked out a fabric. Then, you'll probably want to suggest paint to coordinate with the lightest color in the fabric.)

30 Fill the space with low-cost items, like funky lamps and colorful bedding, that you can replace with each new trend.

35 Youngsters are trying on nothing less than their own self definitions when they embark on a room redecoration, so be patient. You can be a big help in minimizing impulsive decisions your child may regret without making your intervention into a power struggle. Try playing interior decorator with your child as the client. When a few choices have been identified, tape fabric and paint swatches and photos of selected window treatments, accessories, etc., on a large piece of white poster board. Your child will be able to see at a glance what works and what doesn't. If you find it too confusing to pull all their likes together in a visually coherent way, keep in mind that, in general, preteens and teens want either a very dramatic room or one that looks as much like a studio apartment as possible.

45 If your teen is older, you may want to consider how you'll use the room once he or she is independent. If the room will become a home office, a daybed may be the best choice. If it will become a full-time guest room, you can go with a full - or queen-size bed with all the trimmings. Either way, each page in this article offers unique decorating ideas for a teen bedroom that will always say "welcome home."

TEXT B: (from *The Art of Interior Decoration*)

The Art of Interior Decoration by Grace Wood and Emily Burbank

If you would have your rooms interesting as well as beautiful, make them say something; give them a spinal column by keeping all ornamentation subservient to line.

5 Before you buy anything, try to imagine how you want each room to look when completed; get the picture well in your mind, as a painter would; think out the main features, for the details all depend upon these and will quickly suggest themselves. This is, in the long run, the quickest and the most economical method of furnishing.

10 There is a theory that no room can be created all at once, that it must grow gradually. In a sense this is a fact, so far as it refers to the amateur. The professional is always occupied with creating and recreating rooms and can instantly summon to mind complete schemes of decoration. The amateur can also learn to mentally furnish rooms. It is a fascinating pastime when one gets the knack of it.

15 Beautiful things can be obtained anywhere and for the minimum price, if one has a feeling for line and colour, or for either. If the lover of the beautiful was not born with this art instinct, it may be quickly acquired. A decorator creates or rearranges one room; the owner does the next, alone, or with assistance, and in a season or two has spread his or her own wings and worked out legitimate schemes, teeming with individuality. One observes, is pleased with results and asks oneself why. This is the birth of Good Taste. Next, one experiments, makes mistakes, rights them, masters a period, outgrows or wearies of it, and takes up another.

20 Progress is rapid and certain in this fascinating amusement,—study—call it what you will, if a few of the laws underlying all successful interior decoration are kept in mind.

These are:

HARMONY

in line and colour scheme;

25 **SIMPLICITY**

in decoration and number of objects in room, which is to be dictated by usefulness of said objects; and insistence upon

SPACES

30 which, like rests in music, have as much value as the objects dispersed about the room.

Treat your rooms like “still life,” see to it that each group, such as a table, sofa, and one or two chairs make a “composition,” suggesting comfort as well as beauty. Never have an isolated chair, unless it is placed against the wall, as part of the decorative scheme.

35 In preparing this book, the chief aim has been clearness and brevity, the slogan of our day! We give a broad outline of the historical periods in furnishing, with a view to quick reference work.

40 The thirty-two illustrations will be analysed for the practical instruction of the reader who may want to furnish a house and is in search of definite ideas as to lines of furniture, colour schemes for upholstery and hangings, and the placing of furniture and ornaments in such a way as to make the composition of rooms appear harmonious from the artist’s point of view.

The index will render possible a quick reference to illustrations and explanatory text, so that the book may be a guide for those ambitious to try their hand at the art of interior decoration.

45 The manner of presentation is consciously didactic, the authors believing that this is the simplest method by which such a book can offer clear, terse suggestions.

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SECTION B**Language Focus**

This Section counts for 20 marks, and you should devote an appropriate proportion of your time to it.

The following is the text from a leaflet aimed at under 16s produced by Animal Aid, an animal rights charity.

Question **02**

Analyse and discuss the use of language in this text to convey the attitudes of the charity towards the treatment of animals.

You should consider in your answer:

- how language choices are used to shock the audience;
- how language is used to highlight the achievements of the charity.

(20 Marks)

Do you want to help animals?

Please help Animal Aid to stop appalling cruelty caused by animal experiments, factory farming, bird shooting, horse racing and the pet trade.

5 We campaign against all areas of animal abuse, and promote a cruelty-free lifestyle. We have had many successes – some described within – and we need you to help us achieve more.

You can help animals

... in laboratories

10 Every day thousands of cats, rabbits, dogs, rats, monkeys and other animals are starved, mutilated, electrocuted and poisoned to death in British laboratories despite the fact that there are now many humane and reliable non-animal research techniques available. Animal Aid opposes all animal experiments, and played a central role in the successful campaign to prevent the building of a massive new monkey research laboratory in Cambridge. Again, alongside other groups, we have worked hard to get the best possible result for animals from the recent update of European law on vivisection.

15 ... in farms

Animal Aid's investigations expose the truth about factory farms and slaughterhouses. Our undercover work has resulted in widespread national press and television coverage of our films, exposing the treatment of chickens, sheep, cows and goats, as well as a front-page report in the Independent newspaper, showing the conditions in which factory farmed pigs are kept. Our campaign has also stopped horses being sold for meat at Ascot.

20 ... in the pet trade

Animal Aid has prevented pets from being marketed in ways that lead to impulse buys. We persuaded Focus DIY stores and Wyevale Garden Centres to stop selling animals, and all the major supermarket chains to stop advertising pets for sale on their notice boards. Our campaigning closed down Britain's biggest bird fair, saving wild birds from being trapped and shipped to the UK to live out their lives in cages.

25 ... in the countryside

Our investigators exposed the shooting industry's use of battery cages for breeding birds, forcing even the leading pro-shoot lobby group to condemn the 'horrific' conditions. Several dozen MPs have so far backed our campaign for a complete ban on the production of birds for 'sport' shooting – as has already been achieved in Holland.

30 ... and in horse racing

More than 400 horses are raced to death every year in the UK. Because they are bred for speed, not strength, many sustain limb and other injuries and are shot. Animal Aid obtained the first ever film of horses being slaughtered in the UK for meat. Our campaign has revealed for the first time, with widespread media coverage, the scale of suffering caused by the selective breeding, training and racing of horses.

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