

**UNIVERSITY COLLEGE LONDON**

University of London

**EXAMINATION FOR INTERNAL STUDENTS**

For The Following Qualification:–

*B.A.*

**German C344: Language, Power and Ideology Take-Home**

**COURSE CODE : GERM C344**

**UNIT VALUE : 0.50**

**COLLECT : 27 APRIL 2006, from 12 noon onwards**

**RETURN : 2 MAY 2006, by 5pm**

**GERMC344**  
**LANGUAGE, POWER AND IDEOLOGY**

Take-home paper

To be collected on Thursday **27 April 2006 from 12 noon onwards.**

To be returned on **Tuesday 2 May 2006 by 5:00pm.**

**ANSWER TWO QUESTIONS.**

Please type or use a word processor.

Essays should be approximately 1,000 words in length. Importance is attached to the clarity of your argument.

Do not use the same material as the basis for more than one answer.

Do not answer on substantially the same topic as that of your assessed essay for this course.

All questions carry equal marks.

**DO NOT PLAGIARIZE:** all quotations should be acknowledged and full references to source and page number given. A bibliography including all sources consulted, including not only books and articles but also internet sites if used, should be attached to the end of each essay.

1. EITHER a) 'The influence of National Socialism on the German language is still evident today.' Discuss.  
OR b) 'In communicating their ideology, the National Socialists contaminated the German language.' To what extent do you agree with this assertion?
2. EITHER a) How far do you agree with the claim that far-right discourse uses simple schemes to simplify complex matters?  
OR b) 'Der politische Erfolg der Rechtsextremisten resultiert aus einem populistischen Diskurs, der an Ängste, Wünsche und Erfahrungen appelliert.' Discuss with examples.
3. EITHER a) How far, if at all, do you agree with the view that in the GDR the regime attempted to shape the way people thought by shaping their language?

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- OR                    b)     ‘In the GDR, people were “bilingual”’: they spoke a public and a private language.’ In the light of this comment, consider how useful the concept of private and public discourse is for explaining linguistic differences in eastern and western Germany today.
4.     EITHER        a)     ‘In German, women are linguistically patronized.’ How far do you agree with the view that the structure and usage of the German language disadvantage women?
- OR                    b)     ‘For women, talking is often a way to gain confirmation and support for their ideas. Men see the world as a place where people try to gain status and keep it.’ In the light of this opinion, consider the usefulness of models of gendered speech.
5.     EITHER        a)     ‘Although new media texts may articulate different views, they do so in similar ways.’ Discuss.
- OR                    b)     What stylistic and linguistic means can be employed in the media to promote particular values or attitudes?
- OR                    c)     How far do you agree with the claim that the discourse of advertising shapes everyday discourse?