

Monday 11 June 2012 – Afternoon

A2 GCE ENGLISH LANGUAGE

F653/RB Culture, Language and Identity

READING BOOKLET

Duration: 2 hours
(+15 minutes reading time)



- **The first fifteen minutes are for reading the passages in this Reading Booklet.**
- During this time you may make any annotations you choose on the passages themselves.
- The questions for this examination are given in a separate booklet.
- **You must not open the Question Paper, or write anything in your Answer Booklet, until instructed to do so.**
- The Invigilator will tell you when the fifteen minutes begin and end.
- You will then be allowed to open the Question Paper.
- You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.
- You will have **two hours** to work on the tasks.
- This document consists of **16** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

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The material in this Reading Booklet relates to the questions in the Question Paper.

You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.

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Answer the question from Section A and one other question from Section B or Section C or Section D.

Section A – Language and Speech

Compulsory Section

- 1 In passages (a), (b) and (c) the respective authors are concerned with aspects of the pronunciation of the English language.

Passage (a) is from an academic article written in 2010, stimulated by concerns raised by The Queen’s English Society.

The Queen’s English Society¹ has demanded greater attention to the teaching of ‘correct English’. A good starting point would be to halt the continuing decline of the spoken language, frequently exemplified by candidates applying to read English Studies at university level. It seems that imprecise syllable enunciation, constant, even random, glottalisation and semi-closed mouth nasal whining becomes ever more prevalent among the young. It is alarming that such defects in speaking the language are given a kind of glorified academic status in terms such as Estuary English. Many English vowel sounds have become impure and correct diphthongalisation appears redundant. Regionalisms in pronunciation appear acceptable amongst the educated, often loaded with dubious political connotations, and once considered quite unacceptable in educated speech. It is time to stop this spoken atonality and decline in standards. A prominent actor has called for the return of proper speech-training in stage schools. This should be the case throughout secondary education. In English lessons a starting point would be the teaching of basic English phonetics and phonology. A simple acquaintance with the phonemic alphabet might help stem the drift into mumbled incomprehensibility, whilst at 6th form level an introduction to basic prosodics² would address the rich stress marking of English words.

¹ The Queen’s English Society: an organisation that seeks to reclaim the English language from the perceived effects of declining educational standards.

² prosodics: the study of variation in pitch, stress and rhythm in speech.

Passage (b) is from an article published in 2010 in *The Times* newspaper, about pronunciation.

The first edition of *Broadcast English*, the BBC’s pronunciation guide, was inflexible in its attitude to language in 1928. It cautioned against ‘regionalisms’ and declared that cars are parked in a *garraazh*. The guide insisted that issue should be enunciated *isseyw* and casualty should sound like *cazewalty*. Housewife should be pronounced *huzzif* and combat as *cumbat*. One definitely went *sheeing* and not ski-ing and *kinema* was where one went to see films. Perhaps this exemplifies how strict pronunciation standards have indeed slipped.

Passage (c) is from a website which gives orthographic representation of how people appear to pronounce English words and phrases in the county of Essex in 2008.

branna – More brown than on a previous occasion ('Ere, Trace, ya look *branna* today, ave you been on a bleedin sunbed?') (more brown)

cort a panda – A rather large hamburger, 1/4 lb

dan in the maff – Unhappy ('Wossmatta, Trace, ya look a bit *Dan in the maff*') (down in the mouth) 5

eye-eels – Women's shoes (high heels)

garrij – A building where a car is kept or repaired: ('Oi, Shaun, I fink the motah needs ta go in the *garrij* cos it aint working proper') (garage)

lbeefa – Balearic holiday island (Ibiza)

paipa – The Sun, The Mirror or The Sport, all daily paipa's (paper) 10

reband – The period of recovery and emotional turmoil after rejection by a lover ('I couldn't elp it, I wuz on the *reband* from Craig') (rebound)

Saffend – Essex coastal resort boasting the longest pleasure pier in the world. The place where the characters from TV's, popular soap opera, EastEnders go on 'oliday (Southend-on-Sea) 15

up tan – The city of London, the big smoke (uptown)

wonnid – 1. Desired, needed. 2. Wanted by the police

zajerate – To suggest that something is bigger or better than it actually is. ('I told ya a farzzand times already') (exaggerate)

Answer **one** question from Section B **or** Section C **or** Section D.

EITHER

Section B – The Language of Popular Written Texts

2 Passages (d), (e) and (f) are concerned with romance.

Passage (d) is a song written in 2004. The composer is a classically trained pianist. The song explores emotional feelings between a woman and a man which are more spiritual than physical.

The Edge of the Moon

She sings him a song, he loves to listen
 He reads her a story, she plays a sweet tune
 Chopin and Mozart she loves with her heart
 Her guardian angel looked down from the moon.

He rings the bell nightly, she prays for their freedom
 He stands at the pulpit, she stays in her room
 Scarlatti and Haydn she loves with her heart
 Her guardian angel looked down from the moon.

5

She prays for the vision, he hopes she won't see it
 She wishes for winter, he knows it won't come
 Summer and autumn cry whispering windsong
 Her guardian angel looked down from the moon.

10

He closes the curtains, she takes to her bed now
 He waits in the doorway, she stares round the room
 Beautiful music, sweet songs filled with glory
 Her guardian angel looked down from the moon
 She waves her goodbye from the edge of the moon.

15

Passage (e) was written in 2010 for a special fiction edition of the magazine *Woman's Weekly*.

What was the matter with her? She was a happily married woman with twelve-year-old twins. So why was she wearing her tightest jeans and tightest top?

Gary is so gorgeous,' Louise thought, as she sat on the sofa watching him. 'He's far, far too perfect, from his designer stubble, to his ruffled hair, to his puppy brown eyes.' He perched on the edge of his armchair, sipping tea from one of their bright red "United" mugs, as a striker charged towards the goal-mouth on TV. He had no idea she was ogling him, just like she always did. She was becoming quite obsessed.

"One-nil! One-nil!" John, her husband, yelled a second later, making her jump. He gave her a squeeze and grinned widely at the glorious Gary, his new best mate. He'd taken the younger man under his wing, just as he always did when somebody new turned up at the building site.

"He's into United," he'd explained. Well, that was that then. Any man who shared John's love of football was bound to become his new best

mate. Only, when he'd brought Gary round for a beer one night, Louise's jaw had nearly hit the floor.

She smiled at John then tried very hard not to stare at Gary again like a lovesick teenager. The fantasies that flashed through her head made her cheeks burn as hot as the Gobi desert. After one of those little episodes, she'd always ply John with attention. She'd sit and cuddle him like a long-lost pet and run round after him. "Do you want this, love? That, love?"

"I'm a happily married woman with twelve-year-old twins. What is the matter with me?' she wondered feverishly.

John gave her another squeeze. "Gary's going to do that plastering tomorrow in the spare bedroom," he told her.

Louise sat bolt upright. "Sorry. What?" She glanced at Gary's white-toothed smile.

"I have a day off," he explained. "The site's run out of jobs for me."

He'd be here all day in her house, all alone. 'Oh, no,' she thought, biting at her lip while searching for a suitably innocent smile. 'I will not drool over him,' she told herself firmly. 'I will not follow him about and watch his every glorious move.' She huffed a quick breath, looking into John's face. 'He's kind. He's honest. He'll never hurt me. Look at him. Look at the trust in his eyes. He has no idea what's going on in my head.'

The next morning, after she'd packed the kids off to school, she showered then spent half-an-hour straightening her normally frizzy hair. She squeezed herself into her tightest jeans and tightest top. 'Just your normal make-up,' she told herself, 'no dusky eyes and glossy red lips.'

'I will not drool over him,' she told herself firmly

Passage (f) is an extract from a romantic novel called *To be a Lady* which was published in 2005.

Taking her hand, Nick said, 'I love you, Bryony, and I want to marry you. I don't have any other title than Mrs to offer you, unlike Toby. But I would be honoured if you would accept it and become Mrs Langdon.'

That evening in the Grill Room of the Savoy Hotel, Bryony sat, her hand outstretched, looking at the large square-cut diamond on her finger. 'Oh, Nick,' she said, 'it is lovely and I'm so happy.' 5

Taking her hand in his, he said, 'And so am I. We'll buy a nice house in Southampton, your father can find us some decent furniture, and in time, we'll start our own dynasty. We'll have a good life together, Bryony darling, I can promise you that.' 10

'You don't have to promise me anything,' she said. 'The day that we are married, I'll have it all.' And she leaned forward and kissed him.

'We had better call your folks and tell them the good news.'

'Let's do it in the privacy of our room,' Bryony suggested.

'Our room? What are you suggesting?' His eyes twinkled as he asked her. 15

'Darling, we are engaged, after all. You certainly don't imagine that we are going to sleep in separate rooms ... do you?'

Chuckling softly, he said, 'Are you trying to seduce me, you minx?'

'Absolutely!' 20

'I can see that living with you is going to be quite an experience.'

'I do hope so,' she said as she stood up. Holding out her hand, she said, 'Let's go and ring Dad and Mum.'

In the luxurious bedroom, they rang Bryony's parents and told them their news. Both Dan and Leila were delighted, as was Nick's father when Nick rang him. 25

As Nick replaced the receiver, he leaned over and, catching Bryony by the hand, said, 'Come here.'

Gathering her into his arms he kissed her. 'I do love you, Bryony darling,' he murmured as he nuzzled her neck. 30

'And I love you too.' Winding her arms around his neck, she returned his kisses with an urgency that left them both breathless.

He undid the buttons at the back of her dress and as he slipped it off her shoulders he said, 'You are so beautiful.'

'You are a lucky man, Mr Langdon,' she whispered as she undid his tie and then his shirt front. 35

Answer **one** question from Section B **or** Section C **or** Section D.

OR

Section C – Language and Cultural Production

3 Passages (g), (h) and (i) are concerned with advertising.

Passage (g) is an extract from a book published in 2002. It is giving advertisers guidance over some of the linguistic aspects of advertising copy.

Persuasive language

Advertisers use adjectives to build up the brand. Adjectives convey mood and emotion; these are the imagistic elements of the brand, these are what makes the brand rise above being a product. Their purpose is to add value to the product and the brand. It is often adjectives which convey the brand's values: young, youthful, fun, soft, strong, warm, traditional, modern. Similarly, adverbs are also important: smoothly, softly, quietly. Adjectives fit appropriately with different types of products: cars may be sleek, elegant, powerful; chocolate bars smooth, creamy; toilet cleaner fresh, fast, hard-working; fast food cafés fun, quick, etc.; clothing smart, practical, warm. The most used adjectives tend to be: free, new, better, best, full, fresh, fine, big (a big bite), real, great, safe, clean, delicious, full, rich (as in coffee). Flowery language can put readers off, as do clichés, double negatives, waffle and jargon (language only a few people understand). In this example from a TV commercial from the 1960s, the words which add to the emotional feel of the brand have been italicised. The purpose of using such descriptive language is to set a mood and tone which creates positive imagery:

Inside this can is a meal so *tasty* you might have made it yourself. It's the *new* Fray Bentos Steak and Kidney pie. Your butcher couldn't sell you *better* meat. *Prime, lean* steak, *tender* kidney ... in *good rich meaty* gravy – and capped by *lovely, light, crispy* pastry. A meal like this sets a man up! The new Fray Bentos Steak and Kidney Pie.

Passage (h) was produced in an illustrated magazine in 1949. It is promoting the then fashionable permanent wave¹.

Carol did it - so can you!

**IT'S EASY TO GIVE YOURSELF
A PERFECT PERM AT HOME - WITH PIN-UP**

LOVE GAME?

YOU WANT A FOURTH, JOHN? LET'S SEE. OH, THERE'S CAROL HALL. SHE'S NOT HAD A GAME YET.

OH, CAROL. I KNOW SHE PLAYS A DECENT GAME, BUT DASH IT ALL, THAT'S NOT EVERYTHING.

I WISH I'D NEVER JOINED THE CLUB. I KNOW I'M NOT AS GLAMOROUS AS THE OTHERS, BUT I JUST CAN'T AFFORD EXPENSIVE PERMS.

MY DEAR, DON'T TALK ROT. WHY DON'T YOU GIVE YOURSELF A PERM WITH A PIN-UP - YOU'D BE THE STAR OF THE CLUB. LOOK, I'LL SHOW YOU HOW TONIGHT.

THAT EVENING
NOW YOU'VE SHAMPOOED YOUR HAIR, AND DIVIDED IT, TAKE THE FIRST STRAND AND SATURATE IT WITH PIN-UP WAVING LOTION.

THEN WIND THE STRAND ON TO THE CURLER.

I'D NO IDEA IT WAS AS EASY AS THIS!

GIVE THE WAVING LOTION THREE HOURS TO WORK - BUT IT'S SO GENTLE, IT'S SAFE TO LEAVE THE CURLERS ON AS LONG AS YOU LIKE - ALL NIGHT IF YOU WANT.

THREE HOURS LATER
NOW APPLY THE FINISHING LOTION TO EACH CURLER. AND AFTER 20 MINUTES UNDO THEM - AND THERE YOU ARE!

THIS IS WONDERFUL! YOU ARE A DEAR!

SIX WEEKS LATER AT THE CLUB

LOOK! CAROL AND JOHN HAVE WON THE TOURNAMENT! CAROL'S CERTAINLY BECOME THE PIN-UP GIRL OF THE CLUB - IF JOHN MEANS BUSINESS, HE'LL HAVE TO LOOK SNAPPY!

CAROL is only one of the hundreds of thousands of girls who have been thrilled by this wonderful discovery. For Pin-up gives you a wonderful, long-lasting perm. No frizz, no dry hair, but soft, natural curls right from the start. And Pin-up is so gentle, it is safe to leave the waving lotion on as long as you like. You can now afford to keep your hair looking lovely all the time, for after your first perm you need only a refill costing 7/6 for your future perms.

SALON-TYPE OUTFIT for a complete perm with plastic curlers 15/- (inc. tax)

You, too, can be a permanent
Pin-up Girl!

¹ permanent wave ('perm'): hair style created by curling.
² 7/6, 15/-: pre-decimal currency; equivalent to 37.5p and 75p.

Passage (i) is a full page advertising feature published in a broadsheet newspaper in 2010.

Advertisement feature

A drive that feeds the soul

In the latest of a series celebrating life's guiltless pleasures, the stylish Volkswagen Eos convertible is taken for a cruise along the Norfolk coast

Go on, admit it: there are times when you jump in your car, turn the key and feel the need for adventure. So why not yield to temptation once in a while. Take to the open road and enjoy some valuable "me time", basking in the sweet, uncomplicated pleasure of a cruise towards the seaside or afternoon tea at a country-house hotel.

It's a rebellion of sorts, but one that will bring lasting benefit – relieving stress and, according to one survey, improving your performance at work.

With summer at its height, there are few more appealing destinations than the beautiful Norfolk coast. You'll enjoy the experience all the more in a cabriolet. With the roof lowered you are invigoratingly close to nature, with glorious all-round views, the sound of the gently lapping tide and a sea breeze to clear the mind. Moments like these speak to the soul.

The road from Great Yarmouth to King's Lynn is particularly pretty – a 65-mile meander on the A149, across the Broads then skimming the coast towards Sheringham.

From here the route passes through Norfolk's most picturesque villages, from Cley and its windmill to elegant Wells-next-the-Sea, where there's a long, sweeping beach and fine Georgian houses.

In season it's a place to see and be seen, and one of the most head-turning vehicles to arrive in is the Volkswagen Eos convertible. Glamorous and stylish, it's a beautiful car that's equally at home in town or country.



Close to nature: put the top down in a Volkswagen Eos cabriolet and head for the windmill at Cley-next-the-Sea

5 It will certainly look the part when you arrive for lunch at the Victoria in
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Holkham, whose kitchen provides some of the county's most consistently delicious food. This is the ideal place to sample the world-famous Cromer crab.

By now you should be unwinding nicely, chilling out to some favourite sounds as you hit the lovely straight section of road towards Brancaster Staithe.

Just being at the wheel of such a solidly built and responsive machine is a pleasure in itself. And as you would expect of a Volkswagen, no detail has been overlooked in ensuring that the Eos is reliable, practical and yet surprisingly economical to both buy and run.

Journey's end lies further along the Heritage Coast, stopping off at the glorious sands of Hunstanton en route for King's Lynn.

There you can round off the day with an ice cream; indulgent, yes, but a small price to pay for the life-affirming boost it gives. Look upon it as another of life's guiltless pleasures ...

Win chic driving accessories

This gorgeous Cath Kidston hamper, featuring tea plates, salt and pepper cellar, tumblers and napkins for two, has a fun Fifties aesthetic and will fit neatly into the boot of your Eos. Also up for grabs are cosy



Brora lambswool rugs and luxurious silk scarves by Clo design. For your chance to win, as well as more justifiable indulgences, visit telegraph.co.uk/eos before August 13.

Starting from £19,945. This includes a £750 discount applicable to vehicles ordered between July 1 and September 30, 2010, at participating retailers. Model shown is the Eos Sport 1.4 160 PS TSI with optional Nappa leather upholstery (£1,970) and metallic paint (£430) priced at £25,505.

For more about the Volkswagen Eos, plus an interactive road-trip planner and more great driving reads, go to **telegraph.co.uk/eos**



Answer **one** question from Section B **or** Section C **or** Section D.

OR

Section D – Language, Power and Identity

4 Passages (j), (k) and (l) are about the powers of law and the legal system in the UK.

Passage (j) was published in 2010 on The Guardian newspaper website. It deals with the outcome of a case involving a well-known singer.

guardian.co.uk

Lily Allen wins damages from French sports magazine

French title So Foot agrees to pay singer Lily Allen damages over article containing false quotes

Mark Sweney

guardian.co.uk, Thursday 7 October 2010 10.33 BST

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Lily Allen in concert in Berlin.
Photograph: Jakubaszek/Getty Images

French sports magazine So Foot has agreed to pay Lily Allen damages over an article that falsely alleged she called Victoria Beckham a “monster” and The X Factor judge Cheryl Cole “stupid and superficial”.

The singer denied ever making the comments and the French magazine today admitted in the high court in London that no interview ever took place. The sum of damages was not disclosed. 5

Allen, who last September received £10,000 in damages and an apology from the Sun for repeating some claims made in the article, received an apology and a guarantee that the piece will not be republished.

“The second defendant [So Foot magazine] now accepts that the claimant [Allen] did not make the statements attributed to her in their magazine and that, contrary to their previous understanding of the position, no interview in fact ever took place,” said Allen’s lawyer Mark Thomson, a partner at Atkins Thomson, in a statement read out in court today. 10

Lawyers for So Foot also offered an apology. “The second defendant [So Foot magazine] offers its sincere apologies to the claimant [Allen] for the damage, as well as the upset and embarrassment caused to her by the publication of the article,” they said in a statement. 15

Allen began legal action last June.

Passage (k) is taken from an e-zine. It concerns the law in relation to chatroom and internet cases.

Update 2006: Expert warns of more chatroom libel awards

The Guardian, Wednesday March 22, 2006

A landmark legal ruling ordering a woman to pay £10,000 in damages for defamatory comments posted on an internet chatroom site could trigger a rush of similar lawsuits, a leading libel lawyer warned today ... 5

... Although ISPs¹ have paid out for hosting defamatory comments, this case is thought to be the first time an individual has been found to have committed libel² on an internet chat site.

“The obvious and immediate potential ramification is that there will be more cases like this,” said Richard Shillito, a partner at the law firm Farrer & Co. “One sees on these sites particularly unrestrained comments that people make in the heat of the moment without thinking of the legal consequences.” 10

“A lot of people post anonymously but it is possible to find out people’s identity. I think people should read this judgment as a warning to be more careful about their comments.” 15

» Guardian story

^
up

Update 2009: High Court ruling on bulletin board cases

The High Court has ruled that defamation on internet bulletin boards is akin to slander³ rather than libel. 20

Mr Justice Eady hearing a case regarding posts on an investors bulletin board (or forum) has said that such comments are not to be taken in the same context as a formal newspaper (etc) article and are more like slander due to the casual or conversational nature of them. 25

Mr Justice Eady stated that posts on bulletin boards “are rather like contributions to a casual conversation (the analogy sometimes being drawn with people chatting in a bar) which people simply note before moving on; they are often uninhibited, casual and ill thought out ... Those who participate know this and expect a certain amount of repartee or ‘give and take’.” 30

As such “When considered in the context of defamation law, therefore, communications of this kind are much more akin to slanders (this cause of action being nowadays relatively rare) than to the usual, more permanent kind of communications found in libel actions ... People do not often take a ‘thread’ and go through it as a whole like a newspaper article. They tend to read the remarks, make their own contributions if they feel inclined, and think no more about it.” 35

» Full article [Reading Room].

¹ ISPs: internet service providers. 40

² libel: publication in writing of false material that damages a person’s reputation.

³ slander: spoken utterance of false material that damages a person’s reputation.

Passage (I) was published in 2010. It is part of the introductory web page of a London-based legal firm, which is famous for cases involving the media.

Carter-Ruck

Carter-Ruck, 6 St Andrew Street, London EC4A 3AE Telephone: +44 (0)20 7353 5005

Media Law

Carter-Ruck has unrivalled expertise in advising a wide range of individuals and organisations who find themselves subject to adverse or intrusive media coverage and who need fast and reliable advice on their legal rights.

The firm's claimant practice is the largest in the country, being described in Chambers Guide to the Legal Profession as 'unsurpassed'. 5

Where consulted before publication under its MediaAlert service, Carter-Ruck is often able to persuade a publisher or broadcaster to change its intended story or even to decide not to publish it at all. If this does not prove possible then the option of obtaining an injunction to prevent publication will be considered. The firm has an excellent record over recent years of securing injunctions prohibiting publication, particularly of private information. We are often able to secure injunctions in a matter of hours. We also have considerable experience of working (often alongside PR agencies) for blue chip corporations and other clients facing sustained and hostile media interest.

Where defamatory or intrusive material has already been published Carter-Ruck has vast experience in providing swift and clear advice on the legal options available. Our forceful approach and reputation in both the libel and privacy fields commands the respect of editors and programme makers, which in turn means that claims are often resolved by negotiation and without the need for formal action. If, however, litigation is necessary this is pursued in a robust and determined manner with a constant focus upon our clients' ultimate objectives.

The firm has a dominant presence in the media litigation sector and, in a given year, it can be involved in more than half of all the libel and privacy claims issued in the High Court. Our lawyers have secured many of the highest ever damages awards in those fields, as well as unprecedented front page apologies in national newspapers.

In addition to the core sectors of libel (defamation) and privacy law, Carter-Ruck's lawyers have extensive experience in the fields of malicious falsehood, confidentiality and trade secrets. We also advise on intellectual property matters such as copyright, trademarks and passing off, together with advertising and marketing issues. Furthermore, as well as dealing with 'old' media, the firm is at the forefront of new media issues and regularly advises clients on all aspects of internet law, including blogs, social networking sites, downloads and podcasts.

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