

English Language

Advanced GCE

Unit **F653**: Culture, Language and Identity

Mark Scheme for January 2011

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Section A – Language and Speech		
Question Number	Answer	Max Mark
1	<p>In passages (a), (b) and (c) the respective authors are writing about significant changes in speech sounds which have occurred over the past sixty years.</p> <p>By close reference to the passages analyse ways in which issues about changes in speech sounds are presented. You should evaluate the significance of contextual factors such as time, place and mode of production and how these affect the language used in the passages.</p> <p>In your answer you should refer, as appropriate, to specific linguistic details in the passages; you may wish to use phonemic symbols and signs. Where relevant, you should make references to your wider studies of <i>Language and Speech</i>.</p> <p>The task should guide candidates into detailed illustrated discussion and analysis about variation and changes in modern dialect speech.</p> <p>AO1 (5) A range of appropriate terminology should appear in candidates' answers. This should reflect some of the linguistic constituents outlined in the specification. Answers should be coherent and use accurate English.</p> <p>AO2 (15) Upper band answers should show a very secure understanding about the dynamics and changes in dialect sounds as illustrated in passages. They should respond in some detail to the issues of Estuary, Mockney, Jockney and RP. This information should be presented in a formal way, employing a suitable form of technical illustration. Further examples drawn from their wider learning would fit into this mark band.</p> <p>More basic answers are likely to lack technical precision and be limited to broader social observations about dialect. Illustrations will be simple and lack accuracy. Too much time might be spent in basic unpicking of the grammar and syntax of the passages. Evidence of wider study will be rather uneven or absent.</p> <p>AO3 (10) Upper band answers will recognise the synchronic approaches in the passages and comment upon the populist address of the tabloid. They should recognise the professional linguistic address of (c) and comment on the regional breadth in materials. Anything which shows a relevant diachronic approach or focused wider reading is very much in the high reaches of these bands.</p> <p>More basic answers will show a lack of secure understanding with data and say little about the different contexts. Comments on regional/synchronic are likely to be restricted and often not clearly focused on phonological issues. Answers which are over concerned with sociological generalities will probably fall into these bands.</p>	[30]
	Section A Total	[30]

Section B – The Language of Popular Written Texts		
Question Number	Answer	Max Mark
2	<p>Passages (d), (e) and (f) are concerned with travel and tourism.</p> <p>By close reference to the passages analyse and evaluate the ways in which contextual factors, such as time, place and mode of production affect how writers use language to present particular places.</p> <p>In your answer you should refer, as appropriate, to specific linguistic details in the passages and, where relevant, to your own wider studies of <i>The Language of Popular Written Texts</i>.</p> <p>The task is asking candidates to look at a very broad genre and one which is especially popular in magazines and the press. The advent of digital technology has now opened new forms of writing where images and words are combined.</p> <p>AO1 (5) A range of appropriate terminology should appear in candidates' answers. This should reflect some of the linguistic constituents outlined in the specification. Answers should be coherent and use accurate English.</p> <p>AO2 (10) Upper band answers will be secure in some kind of stylistic analysis and demonstrate the technical differences between the passages. (Note: It is not necessary for candidates to address each passage in equal detail). There should be considerable attention to lexis and collocations in passages. There should be considerable attention to syntactics and textual cohesion producing the broader features of discourse. Some attempt to address the matching of the written to the images could make an appearance in these bands. More basic answers are likely to be summative in format and lack a detailed structural analysis of lexis and syntax. They are likely to use a restricted vocabulary in illustrating specific stylistic features. They might show little understanding of the generic characteristics of this type of writing.</p> <p>AO3 (15) Upper band work will discuss the different modes of production, noting the differing registers employed. The actual locations and the way they are synthesised into texts might allow some response to specificity of place in the writing. Any discussion of why such texts are 'popular' would indicate work in the higher reaches of these bands. There are also strong cultural resonances in each passage which could be addressed as a contextual factor. Suitable references to wider reading, especially if linked to the idea of stylistic analysis, will signify a very mature approach. More basic answers will be largely contents-driven in a simple narrative form. The foregrounding of geographical and social language will probably not be developed and a lack of familiarity with the genre, especially in passage (a), might be apparent. Technical comments will be simple and if any wider reading is cited it may well lack specificity or contain misunderstandings.</p>	[30]
	Section B Total	[30]

Section C – Language and Cultural Production		
Question Number	Answer	Max Mark
3	<p>Passages (g), (h) and (i) are concerned with different aspects of the popular television show <i>The X Factor</i>.</p> <p>By close reference to the passages analyse and evaluate the ways in which contextual factors, such as time, place and mode of production affect the ways in which the writers address the subject.</p> <p>In your answer you should refer, as appropriate, to specific linguistic details in the passages and, where relevant, to your own wider studies of <i>Language and Cultural Production</i>.</p> <p>The task is asking candidates to look at the language generated by a highly popular reality show. The two articles are book-ended by an ecumenic from independent educational sources.</p> <p>AO1 (5) A range of appropriate terminology should appear in candidates' answers. This should reflect some of the linguistic constituents outlined in the specification. Answers should be coherent and use accurate English.</p> <p>AO2 (10) Upper band answers will be secure in some kind of stylistic analysis and draw attention to the structural differences in the passages. (Note: It is not necessary for candidates to address each passage in equal detail). The lexis in both (h) and (i) is rich in specific details and collocations. The syntax in both also should give candidates plenty of scope to pick up specifics which contribute to overall discourses. Passage (g) has some interesting ideological positioning and candidates might well ask what exactly is 'X-Factor culture'? More basic answers will tend to summarise contents and will lack any detailed structural analysis. Technical terms are likely to be simple and more observational than analytical. They might try to explore the tabloid/Berliner style but will not support with linguistic focus. Passage (g) will probably be addressed in terms of general social class rather than looking at how the social class actually writes about itself.</p> <p>AO3 (15) Upper band answers should be able to discriminate between the three contexts reasonably efficiently. The construction of this kind of popular culture/moral reaction against is standard in both tabloids and quality press. The issue of celebrity is part of the mode of production and the vox pop speak which is promoting it should attract some comment. This is clearly part of the discursal purpose of much of the writing, whether supportive or critical. Suitable reference to wider reading about media language, linked to stylistic comments should mark out a mature approach. More basic answers will tend to see contexts as simple level of popular writing and are not likely to deal with journalistic registers in their comments. They might touch on the notion of the mode of celebrity, but it is likely to lack linguistic coherence.</p>	[30]
	Section C Total	[30]

Section D – Language, Power and Identity		
Question Number	Answer	Max Mark
4	<p>Passages (j), (k), (l) and (m) are about the relationship between personal identity and fashion.</p> <p>By close reference to the passages analyse and evaluate the ways in which contextual factors, such as time, place and mode of production affect the ways in which the writers use language.</p> <p>In your answer you should refer, as appropriate, to specific linguistic details in the passages and, where relevant, to your own wider studies of <i>Language, Power and Identity</i>.</p> <p>The task asks candidates to concentrate upon one of the major features of personal identity, both male and female. This generates a great deal of writing in magazines and on the net.</p> <p>AO1 (5) A range of appropriate terminology should appear in candidates' answers. This should reflect some of the linguistic constituents outlined in the specification. Answers should be coherent and use accurate English.</p> <p>AO2 (10) Upper band answers will engage in detail with the stylistic issues of the texts. The syntactic structures in (j) should make interesting contrasts with the modern journalistic registers in other passages. Candidates can deal with gender issues as long as they are germane to the actual materials. (Note: It is not necessary for candidates to address each passage in equal detail) the lexis in all passages is rich in nouns which clearly do create all kinds of identity and this should be a feature of response in these bands. More basic answers will tend to be summative and may engage in speculative broad feminist issues not directly based upon the actual texts. Technical comments are likely to be simple and observational rather than analytically illustrative.</p> <p>AO3 (15) Upper Band answers will see clear contextual differences and a range of differing modes of production. It is likely that audience may become entwined with identity in the course of discussing the varieties of written mediation. Candidates should be able to see that the passages have strong discursal features linked to the general aims of the question. This could include analysis/comment on visuals. Wider reading if applied will be basically relevant to the aims of the passages and not simple unsupported referencing to specific texts. More basic answers will deal with contexts at a simple level of commentary, possibly citing tabloids as a key mode of journalistic production. They will probably not develop a detailed commentary of what specifically in the language connotes identity. Wider reading, if cited, may invoke a variety of feminist texts, which do not seem to have incisive bearing upon the subject matter in the passages.</p>	[30]
	Section D Total	[30]
	Paper Total	[60]

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