

**GCE AS**

B700U10-1



S23-B700U10-1

**MONDAY, 15 MAY 2023 – MORNING****ENGLISH LANGUAGE – AS component 1**
Analysis of Texts in Context

2 hours

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

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

Answer Section A and Section B.

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

Use both sides of the paper. Write only within the white areas of the booklet.

Write the question number in the two boxes in the left hand margin at the start of each answer,

for example

1	1
---	---

.

Leave at least two line spaces between each answer.

INFORMATION FOR CANDIDATES

Each question carries 50 marks.

The number of marks is given in brackets at the end of each question or part-question.

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

List of phonemic symbols for English

Consonants

/p/	pot, hop, hope
/b/	bat, tub, ruby
/t/	ten, bit, stun
/d/	dog, bad, spade
/k/	cat, lock, school
/g/	gap, big, struggle
/s/	city, loss, master
/z/	zero, roses, buzz
/f/	fit, phone, cough, coffee
/v/	van, love, gravy
/θ/	thin, bath, ethos
/ð/	this, either, smooth
/ʃ/	ship, sure, rush, sensational
/ʒ/	treasure, vision, beige
/tʃ/	cheek, latch, creature
/dʒ/	jet, smudge, wage, soldier
/m/	map, ham, summer
/n/	not, son, snow, sunny
/ŋ/	sing, anger, planks
/h/	hat, whole, behind
/w/	wit, one, where, quick
/j/	yet, useful, cure, few
/r/	rat, wrote, borrow
/l/	lot, steel, solid

Vowels: pure

/æ/	tap, cat
/ɑ:/	star, heart, palm
/i:/	feet, sea, machine
/ɪ/	sit, busy, hymn
/e/	bet, instead, many
/ɒ/	pot, odd, want
/ɔ:/	bought, saw, port, war
/ʊ/	book, good, put
/u:/	food, two, rude, group
/ʌ/	but, love, blood
/ɜ:/	fur, bird, word, learn
/ə/	about, driver

Vowels: diphthongs

/eɪ/	date, day, break
/aɪ/	fine, buy, try, lie
/ɔɪ/	noise, boy
/aʊ/	sound, cow
/əʊ/	coat, know, dome
/ɪə/	near, here, steer
/eə/	dare, fair, pear
/ʊə/	jury, cure

Glottal stop

/ʔ/	bottle, football
-----	------------------

Section A: Spoken Language of the Media

Answer the following question.

The two texts on pages 4 and 5 are extracts from vlogs.

0	1
---	---

Analyse and evaluate how spoken language is used in vlogs to influence audiences.

[50]

In your response you should:

- consider how each of the speakers uses language distinctively
- explore the spoken language features which engage their audiences
- include some discussion of similarities and/or differences between the two texts.

KEY TO TRANSCRIPTION

(.)	micropause
(1)	timed pause
↗don't	rising intonation
↑hi Lucy↑	raised pitch
=	latch-on
NEW ROOM TOUR	increased volume
Trinny:::	stretched or prolonged speech sound
last	emphatic stress
to.	incomplete word
/ɜ:::m/	phonetic spelling
{ <i>sighing</i> }	paralinguistic features
[cut to JS's bedroom]	contextual information

N.B. Phonemic symbols are used to reflect non-standard pronunciations. A list of phonemic symbols is printed on page 2 for reference.

TEXT A: Extract from *Closet Confessions: Your Questions Answered* vlog

In this opening extract from her regular YouTube vlog, fashion and make-over expert Trinny Woodall is prompted by her editor, Lucy Carter, to answer viewers' questions on matters of fashion.

TW: Trinny Woodall **LC: Lucy Carter**

LC: hi ↗Trinny:::

TW: ↑hi Lucy↑

LC: hi (.) we don't have a theme this week =

TW: = we ↗don't (.) but you had an idea **last** week =

LC: = I did (.) I asked the **audience** (.) and I wanted to see what **they** want to ask you as I'm always in the driver's seat

TW: I want to do a caveat¹ first (.) saying I dress for my body shape (.) I try to think of other women's body shapes too (.) but I'll talk from my own **experience** and hopefully it will help you too

LC: so::: (.) my first question (1) is what to wear when you feel washed ↗out

TW: /3:::m/ (.) a good one (.) probably one of the best ones actually (.) my ↗lifting colour is blue (.) because /3:::m/ if I went for **pinks** or **reds** I'd feel I'd need some make up to help me (.) this is quite dark blue (.) I've got make up on now but it can **slightly** wash me out (.) and I go too (.) **bright** a blu:::e (.) then it can **equally** wash me out so my favourite blue when I am a little bit tired is actually **this** blue (.) which is that **soft** denim blue (.) and ↗finding (1) your shade within the colour is one of the hardest things to do (.) and I would like to tell everyone (.) you know who is (.) watching how to do that successfully but I did a book (.) years ago with Susannah² and it was called *What You Wear Can Change Your Life* (.) it was after *What Not To Wear* books (.) and I did a chapter on colour it took me **nine** months to research that (.) and we looked at (.) instead of doing autumn winter spring or ↗summer (.) we did cool mid or warm (.) which is (.) to me the easiest (.) it was just a little bit **simpler** (.) so (.) blue is my favourite shade (.) my eyes are blue a lot of people **best** shade (.) is their eye colour (.) especially blue and green and hazel (.) when you have a **brown** eye (.) it could just be that a tone of red is your best colour

LC: my next question is (.) what is the difference between white (.) cream and **ecru** and **how** do you know which one suits you

TW: {sighing} again (.) all right (.) if we look at those categories (.) I'd say warm to. predominantly warm toned skin tones should (.) really (.) wear (.) **ecru** and ecru **sits** in between white and cream (.) and cream (.) can be very good on an **olive** that feels **washed out** in a really white white /3:::m/ I'd say cream is the **least** flattering for most people (.) but then you could have (.) like a (.) blonde haired peaches and cream baby blue eyes who would look **lovely** in cream (2) knowing what you suit is literally (.) when you put it on do you feel like death warmed ↗up or do you feel it brightens up your face (.) but I think white is incredibly fresh and has a place in every person's wardrobe

¹ caveat: a warning

² Susannah: Susannah Constantine, another fashion and make-over expert who previously teamed up with Trinny

TEXT B: Extract from *My Bedroom Tour 2020* vlog

In this opening extract from her vlog, American teen YouTube personality and influencer JoJo Siwa reveals her new bedroom design for her audience.

JS: JoJo Siwa

JS: hey everybody (.) welcome back to my YouTube channel and O::H MY GOSH I am **so** excited for this **video** so you all know I was in Australia on tour (.) I am so excited (.) we just added fifty more shows this summer in the United States **and** Canada so go get your tickets for those and head to [jojodreamtour dot com](http://jojodreamtour.com) (.) so listen everybody so while I was in Australia I had my bedroom in my new house **comple::tely** redone (.) so as you guys know (.) we **just** moved into a **brand new** house (.) and this house is **literally** our dream house (.) and I /wɒn?ɪd/ to redo my bedroom and I was like /z::m/ what do I /wɒnə/ do (.) and **then** I got the idea to turn my bedroom into like a comple::te candy room and I was like (.) you know **what** (.) we are taking my bedroom and we are taking sweetland and we are mixing them into one (.) and today I am going to give you all a NEW ROOM TOUR and O::H MY GOSH I am **so** excited (.) awesome (.) and also before we go into my bedroom (.) if you like my **jacket** right **now** this is part of my new **JoJo closet collection** (.) look at how cute it is (.) it's **rainbow** and it's **neon** and it's sequinny I LOVE IT (.) this is JoJo's closet six point zero which is CRAZY and the thing that's really really cool about this collection is that it's all related to my tour (.) so there's my tour costume in there (.) my tour bomber jacket so do that and you guys can look like I DID on stage it's so **awesome** (.) all you /gɒtə/ do is go to Target¹ and shop JoJo's Closet (.) AND NOW EVERYBODY WITHOUT **ANY** FURTHER ADO it's time for you all to see my new room (.) so just go on in (1) WELCOME TO SWEETLAND

[cut to JS in bedroom]

¹ Target: American supermarket

Section B: Written language

Answer the following question.

The text on page 7 is an extract from a statement written by actor Sasha Baron Cohen for the website of the ADL, the Anti-Defamation League, an anti-hate group. The statement expresses Baron Cohen's opinions on the impact of social media.

0	2
---	---

Analyse and evaluate how language is used to convey personal opinions about social media. [50]

In your response you should explore:

- how language is used to present Baron Cohen's views
- the features that are used to engage the reader.

TEXT: Sacha Baron Cohen, ADL website

I've been passionate about challenging bigotry, hate and intolerance throughout my life. Democracy, which depends on shared truths, is in retreat, and autocracy¹, which depends on shared lies, is on the march. Hate crimes are surging, as are murderous attacks on religious and ethnic minorities. But one thing is pretty clear to me. All this hate and violence is being facilitated by a handful of internet companies that amount to the greatest propaganda machine in history.

Think about it. Facebook, YouTube and Google, Twitter and others—they reach billions of people. The algorithms these platforms depend on deliberately amplify the type of content that keeps users engaged—stories that appeal to our baser instincts and that trigger outrage and fear. It's why YouTube recommended videos by conspiracists billions of times. It's why fake news outperforms real news, because studies show that lies spread faster than truth.

On the internet, everything can appear equally legitimate. The rantings of a lunatic seem as credible as the findings of a Nobel Prize-winning scientist. We have lost, it seems, a shared sense of the basic facts upon which democracy depends.

It's time for a fundamental rethink of social media and how it spreads hate, conspiracies and lies. This is not about limiting anyone's free speech. This is about giving people, including some of the most reprehensible people on earth, the biggest platform in history to reach a third of the planet. Freedom of speech is not freedom of reach. Sadly, there will always be racists, misogynists and child abusers. But we could all agree that we should not be giving them a free platform to amplify their views and target their victims.

The Silicon Six—all billionaires, all Americans—care more about boosting their share price than about protecting democracy. This is ideological imperialism—six unelected individuals in Silicon Valley imposing their vision on the rest of the world, unaccountable to any government and acting like they're above the reach of law.

Here's an idea. Instead of letting the Silicon Six decide the fate of the world, let our elected representatives, voted for by the people, of every democracy in the world, have at least some say.

These are the richest companies in the world, and they have the best engineers in the world. They could fix these problems if they wanted to. The truth is, these companies won't fundamentally change because their entire business model relies on generating more engagement, and nothing generates more engagement than lies, fear and outrage.

It's time to finally call these companies what they really are—the largest publishers in history. And here's an idea for them: abide by basic standards and practices just like newspapers, magazines and TV news do every day.

Here's another good practice: slow down. Every single post doesn't need to be published immediately. Is having every thought or video posted instantly online, even if it is racist or criminal or murderous, really a necessity? Of course not!

¹ autocracy: governing by the few who have absolute power

END OF PAPER