

**GCE AS****B700U10-1**

S24-B700U10-1

**MONDAY, 13 MAY 2024 – MORNING****ENGLISH LANGUAGE – AS component 1**
Analysis of Texts in Context**2 hours**B700U101
01**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
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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
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Section A: Spoken Language of the Media

Answer the following question.

The two texts on pages 4 and 5 are extracts from televised food programmes.

In your response to the question that follows, you should:

- consider the speakers' attitudes to food
- explore the spoken language features which engage the audience
- include some discussion of similarities and/or differences between the two texts.

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Analyse the ways in which language is used to engage audiences in these food programmes. [50]

KEY TO TRANSCRIPTION

=	latch-on
//	overlap
(.)	micropause
(1)	timed pause
↗morning	rising intonation
↑show↑	raised pitch
da::re	stretched or prolonged speech sound
j.	incomplete word
already	emphatic stress
GOOD MORNING	increased volume
{ <i>crew applause</i> }	paralinguistic features
/gʌnə/	phonetic spelling
[opening theme tune]	contextual information
accel	speech that is getting faster (underlined)

Question marks have been added for clarity.

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 *Saturday Kitchen Live*

This is an extract from the opening segment of a Saturday morning BBC television food programme. The host Matt Tebbutt welcomes guests, BBC Morning News presenters Charlie Stayt and Naga Munchetty, for chat and discussion about food.

M: Matt Tebbutt

C: Charlie Stayt

N: Naga Munchetty

M good ʤmorning (.) get set for world class food and second rate ʤcompany (.) this is Saturday Kitchen Live

[opening theme tune]

M and welcome to the ↑show↑ (.) I have to say (.) before we go on (.) my guests made me say that /ʒ:::/ now (.) you're probably used to waking up on a Saturday morning with today's special guests (.) they've been given a bit of a lay in this week (.) to come and join us (.) /ʒ:::/ I'm sure they're /gʌnə/ keep me on my toes as usual (.) please welcome BBC Breakfast's Naga and ↑Charlie↑ GOOD MORNING

N good ʤmorning

{Matt and TV crew applause}

M now (.) yes (.) I think we need to point out (.) Naga already (.) **already** has set the bar **very low** and said (.) go on (.) I da::re you (.) I dare you to say second rate company (.) so there we go (.) there (.) I'm j. (.) I'm just /gʌnə/ throw that out there

C you've got a weird way of clapping (.) can I just ʤsay that (.) what is th. (.) what is this kind of

{Matt demonstrates clapping}

M like a seal (.) like a performing seal (1) which is often what I feel like now listen (.) food heaven food hell (.) now it just so happens that what you like and what you like (.) coincides //

N // who would have thought it =

C = isn't that weird

M now listen (.) ok look (.) food heaven food hell (.) what's your idea of food heaven (.) give me some ingredients

N /ʒ:::/ garlic (.) chilli (.) greens (.) love **love** greens (.) loads of spice (.) **depth** of flavour

M ʤCharlie?

C /ʒ:::m/ yeah (.) not (.) not dissimilar (.) I go for heat (.) curries (.) and seafood (.) things like that

M all right (.) what about hell

N anything sweet (1) too sweet (.) hate white chocolate (.) and I don't like soup

M what about you Charlie?

C so (.) I'm not a pudding person (.) so I don't like a pudding (.) a big stack of kind of cream and all that //

M // ʤnot you (.) right (.) so if the viewers give you heaven it will be a spicy seafood curry /ʒ:::/ some cod finished off with curry leaves and some chopped coriander /ʒ:::/ but if the viewers give you hell it's /gʌnə/ be a sticky sweet

accel pud (.) so I'm /gʌnə/ make some chocolate and cream (.) obviously you're /gʌnə/ have to wait till the end of the show to find out which the viewers vote for and don't pull that face

TEXT B: Extract from *Rick Stein's Cornwall*

In this extract from his televised cookery programme dedicated to the food of Cornwall, chef Rick Stein cooks barbecued lamb in a field.

R: Rick Stein

- R** [voiceover] just outside Truro are the sheltered grazing meadows belonging to Nancarrow Farm (1) these are home to several native breeds of livestock (.) all raised using **traditional** farming methods (2) they've allowed me to pitch up so that I can show you how to cook a **fabulous** recipe (1) butterflied lamb with rosemary and thyme
- R** [direct to camera] so (.) I'm /gʌnə/ cook a whole leg of lamb on the barbecue (.) any of you butchers out there **don't** watch this because I'm **not** a butcher (.) but I **can** barbecue a leg of lamb (.) so (.) what I'm doing first of all is just cutting through the skin right along the bone (.) and I'm /gʌnə/ butterfly it just by opening it right out and /ʒɪːm/ this is one of the nicest ways of cooking lamb I think (.) incidentally (.) don't throw the bone away make some stock with it (.) making stock is one of the comforting things in life (2) that's not difficult to do is it (.) and there's my lamb (.) that's ready to go
- R** [voiceover] now you need to make a spicy marinade (1) into a large roasting tin add a teaspoon of dried chilli flakes
- R** [direct to camera] now I've got **pimenton** (.) which is Spanish smoked paprika
- R** [voiceover] three heaped teaspoons of pimenton (.) two teaspoons of ground pepper and chipotle chilli and a bay leaf (1) also going in is a large sprig of rosemary chopped and a handful of thyme
- R** [direct to camera] and now for some liquids (.) first of all is a bit of secret ingredient (.) which is Thai fish sauce which should give everything a lovely bit of (.) umami saltiness (1) and then some olive oil (2) a bit of garlic in there too (.) so I've chopped that up into a sort of fine paste (.) oh /jeə/ some lemon juice (.) you need something in there to tenderise the meat and lemon juice will do that
- [text omitted]
- R** [direct to camera] looking lovely
- R** [voice over] after about **ten** minutes on each side (.) it should be cooked to **perfection** (.) don't tuck in just yet (.) let it rest for another fifteen minutes
- R** [direct to camera] the meat tenderises and everything is more juicy and **lovely** (2) right (.) it's rested (1) WOW (.) that's pretty good (.) here we go (1) oh (.) so **tender** (.) so **juicy** (.) it's an **absolute** testimony to good agriculture in Cornwall (1) **fabulous**

Section B: Written language

Answer the following question.

The text on page 7 is a mission statement taken from the website of American spaceflight company Virgin Galactic, which was set up to provide the experience of space travel for ordinary members of the public. A mission statement is a summary of the aims and values of a company.

In your response to the question that follows, you should explore:

- the linguistic features that are used to express the company's aims and values
- how language is used to promote Virgin Galactic.

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Analyse and evaluate the use of language to present the company and its work in this mission statement. [50]

USING SPACE FOR GOOD

We are the world's first commercial spaceline and vertically integrated aerospace company. With our sister company, The Spaceship Company, we are developing and operating a new generation of space vehicles to open space for everyone.

Our mission – to be the Spaceline for Earth – means we focus on using space for good while delivering an unparalleled customer experience. We recognize that improving access to space is a fundamentally challenging ambition. We will achieve it only in a spirit of collaboration and with a recognition that we must continually learn and can always improve.

VIRGIN SPACESHIP UNITY

Virgin Galactic operates the reusable SpaceShipTwo spaceflight system. This consists of WhiteKnightTwo, a custom-built carrier aircraft, and SpaceShipTwo, the world's first passenger-carrying spaceship to be built by a private company and operated in commercial service.

The first Virgin Galactic spaceship to enter service is VSS Unity. Built by The Spaceship Company, VSS Unity and her sister spaceships will, for the first time, offer everyone the opportunity to become private astronauts and experience the wonder of space for themselves. Our spaceships will also offer the research community a unique platform for space-based science.

DEMOCRATIZING SPACE

We will be running a regular schedule of spaceflights for private individuals and researchers from our operational hub at New Mexico's Spaceport America, the world's first purpose-built commercial spaceport.

In our drive to democratize space, we seek to inspire young people through space-inspired Science, Technology, Engineering and Mathematics (STEM) initiatives. Galactic Unite, our outreach initiative, was the brainchild of our pioneering Virgin Galactic Future Astronaut customers. Through a wide variety of outreach programs, Galactic Unite offers both practical assistance and a planetary perspective to our brilliant engineers of the future.

EXPLORATION

Throughout history, the urge to see what lies just over the horizon has led us to find new places to settle, helped us identify new resources, and taught us new skills to overcome complex challenges.

As a global community, we will grow and evolve only through continuing to explore the unknown.

The exploration of space is the ultimate expression of the human desire to push boundaries and stands at the pinnacle of our species' achievements. Not just for the ingenuity required, but for the fact that without it, modern life would be unrecognizable.

INSPIRATION

There is little that compares to the sense of awe that takes hold as we raise our eyes to the night sky.

Despite the fact that millions of people would love to experience space, fewer than 600 have been given that opportunity. And despite there being a common understanding of the benefits of space-based research, there are still few scientists who have the chance to reap its benefits.

It was this that inspired the creation of Virgin Galactic.

END OF PAPER