



GCE AS

B700U10-1



S18-B700U10-1



ENGLISH LANGUAGE – AS component 1
Analysis of Texts in Context

MONDAY, 14 MAY 2018 – MORNING

2 hours

B700U101
01

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer Section A and Section B.

Write your answers in the separate answer booklet provided.

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 entertainment programmes in which the participants talk about garden sheds.

1. Analyse the ways in which language is used by the participants to entertain their audiences in Text A and Text B. [50]

In your response you should:

- explore the ways the participants use language in a distinctive way to discuss the appearance and functions of garden sheds
- explore how the spoken language features reflect participants' attitudes
- include some discussion of similarities and/or differences between the two texts.

KEY TO TRANSCRIPTION

=	latch-on
//	overlap
(.)	micropause
(1)	timed pause
↗didn't it	rising intonation
↑been saving up for it↑	raised pitch
ga:::den	stretched or prolonged speech sound
id.	incomplete word
ruthlessly	emphatic stress
GOT	increased volume
{audience laughter}	paralinguistic features
[Sheila presses her buzzer]	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: Loose Women discussion of sheds

In this extract from the ITV weekday morning chat and gossip show *Loose Women*, host Ruth Langsford and regular guests discuss the appeal of garden sheds for women, in front of a live studio audience.

R: Ruth Langsford A: Anita Dobson J: Janet Street Porter P: Penny Lancaster

- R: I want to talk about **sheds** (.) ladies /kɒz/ we all {laughter} that's the **men** in the audience laughing (.) // that's the **men** they're nervous you see because (.) the
 J: //yeah they're nervous
 R: **sheds** used to be the domain of men ↗didn't it (.) but not any more though you may laugh
 5 and **scoff** (.) yeah look out for your shed /kɒz/ the girls are after them sales of sheds or (.) or **she-sheds** (.) I think they're calling them now (.) are on the ↗rise gone up by fifty percent I'm told (.) /z:/ she-sheds so would you like a she shed? have you =
 A: = a ↗she-shed =
 R: = a **she-shed**
 10 A: that sounds like a tongue twister (.) at drama school a **she-shed** (/ʌm/) (1) I think I'd rather have a **house** (1) yeah (1) /ʌ::m/ we do have a **shed** (.) in our garden (.) but mostly stray pussy cats live in there from time to time we feed them (.) give them a home (.) =
 R: = that's your family
 A: /ʌm/ but /ʌ::m/ I've // no id.
 15 R: // but would you like a little **retreat** (.) /kɒz/ // you know men
 A: // I've got a retreat
 R: **hide** (.) let's be honest (.) // men hide
 A: // I've got a retreat (.) I've got a retreat in my house though
 R: you must have a shed Janet (.) you've got a shed haven't ↗you
 20 J: well I've got a **potting shed** {audience laughter} that I (.) I /z:/ when I bought my house in Yorkshire it had a little dairy (.) it was a dairy farm and there was a little milking thing that I turned into the wood shed and my gardening **implement** shed that obviously I control **ruthlessly** I have all my different coloured ↗strings lined // ↗up
 R: // woe betide anyone who touches
 25 them
 J: I've got my onions all drying carefully my bulbs hanging up (.) no it's all organised (.) but I have got (.) I think you can call it a shed it's (.) I've got a new (.) **greenhouse** (1) very very exciting (.) that's my new greenhouse
 R: that actually is it
 30 [image of Janet's greenhouse on screen]
 J: yeah that's my greenhouse
 P: she-sheds are actually prettier than the man sheds that are all (.) grimy and moss-ridden
 J: yeah (.) I hope you notice it's got no plants in it /kɒz/ it only arrived last week so I put two chairs in it and had a **glass of wine**

TEXT B: Just a Minute segment on 'My garden shed'

In this extract from the BBC Radio Four comedy game show *Just a Minute*, host Nicholas Parsons challenges one of the panellists, comedian Paul Merton, to speak for one minute without hesitation, repetition or deviation on the randomly assigned topic of 'My garden shed'. According to the rules of the game, as Merton speaks the remaining panellists are free to press their buzzers to challenge him should he break any of the rules.

N: Nicholas Parsons P: Paul Merton SP: Sue Perkins M: Marcus Brigstocke
 SH: Sheila Hancock

N: Paul (.) we'd like you to begin the next round (1) the subject is (.) my garden shed (.) I don't know whether you have one
 P: no I don't // have one
 N: // but you can talk for one minute on the subject of my garden shed (.) starting
 5 now
 P: my garden shed is a **magnificent** structure I (.) built it last Christmas as I was looking to plant the chrysanthemums down by the lower paddock and you know (.) was it not Marie Antoinette who said on Christmas (.) oh those spuds that I planted last August (.) will they never come up (.) what shall I give my guests and the king said to her (.) you are an historical anachronism who has been fitted into a story for no purpose
 10 [Sheila presses her buzzer] {audience applause}

N: Sheila you challenged
 SH: this is not about garden sheds (.) is it (.) it's gone **way** off the subject
 15 N: you've got away from **my** garden shed
 SH: mmm
 SP: it's a nice gaff though you've got (.) you've got a paddock and everything
 P: yeah yeah (.) it's **indoors** (.) I do have a garden shed and like **most** ga::rden sheds it is made of wood (.) good solid pine (.) as I look at it I can't but feel that British (.)
 20 craftsmanship =
 SP: = he stumbled (.) slight stumbling (.) slight hesitative stumble
 N: he got the word out
 SH: no he didn't (.) he stumbled
 P: you haven't even GOT a shed (.) at least I've **got** a shed
 25 SP: you haven't ↗have you
 P: I have (.)↑been saving up for it↑ (.) and I'll have a garden one day to go with it (.) just you see **just** you see
 N: Paul I'm gonna give you the benefit of the doubt (.) three seconds (.) tell us more starting now
 30 P: the interior is beautiful (.) full of screws =
 M: = more deviation (.) he said it's a simple wooden structure made of pine (.) I mean /ʌm/ how **beautiful** could it be

Section B: Written language

Answer the following question.

The text on page 7 is a topical article from *The Guardian* published a month before Christmas. Author Stuart Jeffries condemns our current obsession with Black Friday. On this day, shops slash their prices to attract customers.

2. Analyse and evaluate the use of language in the text to convey the writer's attitude to Black Friday. [50]

In your response you should explore:

- the features that are typical of an article designed to argue a point of view
- how language is used to criticise the concept of Black Friday.

Lies about the Black Friday consumerist circle of Hell

Ladies and gentlemen, we have started our descent. From now until closing time on Christmas Eve, we are destined to fall towards an existential abyss. Some of us are fated to experience an unpleasant altercation with another shopper on Black Friday over the last discounted PS4 in a warehouse on the North Circular¹. Others of us will be on our knees in Hamleys begging the assistant to check again in the storeroom to see if they have that on-trend Zoomer Chimp, a £119.99 plastic robotic ape that comes complete with voice command recognition and – please God, no – 100-plus tricks. And then, sometime around 10am on Christmas Day, our nation will be united by a warm fuzzy feeling. What's that feeling called again? Buyer's remorse.

Here then are the worst lies about shopping to help you escape the seasonal consumerist circle of hell so appalling that even Dante² didn't dare imagine it.

More choice makes us happier

No, it doesn't. The idea of shops offering us 101 kinds of muesli is that we are rational utility maximisers who have the time and temperaments to make sense of endless options. But we aren't: that's why Nobel economics laureate Herbert Simon came up with the idea of 'satisficing'. Any firm that tried to make decisions that would maximise its returns would bankrupt itself in a never-ending search for the best option. Instead, they 'satisfice', which means they content themselves with results that are 'good enough'. And what goes for firms goes for shoppers: endless choice makes us miserable and so to reduce that misery we make bumbling choices that are good enough.

Stuff comes for free

On the back of a van parked in my street is a logo telling passers-by that the rental car firm pays for fuel, insurance and the congestion charge, adding in brackets, "We're nice like that". Did these guys never hear of Milton Friedman, the economist? "There is," he said, "no such thing as a free lunch."

Stuff is built to last

No, it isn't. In our consumerist society we're locked into a kind of degrading compulsion: we buy new stuff to conceal from ourselves our disappointment about the failings of the old stuff. And then the new stuff becomes old, and so we upgrade – in part to hide from ourselves our disappointment at the unbearable failure of our earlier purchase. Which is just one reason why you shouldn't upgrade to an iPhone 7.

It's worth paying more for quality

When Vivienne Westwood³ launched a collection in 2010, she said we should not buy new clothes for six months. "My message is: choose well and buy less," she said – as if to suggest you should buy one Westwood dress rather than filling Primark trolleys regularly with disposable tat. A couple of years later, a friend bought me a Vivienne Westwood watch. It was beautiful and I was happy, thinking it was built to last. Then the numbers fell off, the strap broke and the clock hands collapsed within a year. Next time I need a new watch, I'll try Poundland.

Happiness rises in line with material possessions

On the contrary, as psychologist Tim Kaiser points out, "Strong materialist values are associated with a pervasive undermining of people's wellbeing, from low life satisfaction and happiness to depression and anxiety, to physical problems such as anxiety, and to personality disorders, narcissism, and antisocial behaviour. Indeed, the pursuit of happiness through shopping and material acquisition is obscene. The pursuit of happiness through buying consumer goods involves erasing the human misery and exploitation that made the degrading and, ultimately, self-defeating pursuit possible."

Merry Christmas, everybody!

¹ North Circular: a road in London

² Dante: a poet famous for his descriptions of Hell

³ Vivienne Westwood: a British fashion designer