



**GCE AS/A LEVEL**

2700U20-1



S19-2700U20-1

**ENGLISH LANGUAGE – AS unit 2**  
**Language Issues and Original And Critical Writing**

WEDNESDAY, 15 MAY 2019 – MORNING

2 hours

### **ADDITIONAL MATERIALS**

A WJEC pink 16-page answer booklet.

### **INSTRUCTIONS TO CANDIDATES**

Answer **either** question 1 **or** question 2. Each question is presented in three parts. For your chosen question, answer all parts.

Write your answers in the separate answer booklet provided.

### **INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question. You should divide your time accordingly. As a guide, you are advised to spend 50 minutes on part (a), 35 minutes on part (b) and 35 minutes on part (c).

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

**BLANK PAGE**

Answer **one** question only. Each question is presented in three parts:  
answer **all** three parts.

**Either,**

1. The following extract is an edited version of an advertising campaign for a fruit drink taken from the Ribena website.

Read the text and then answer the question below. You should use appropriate terminology and provide relevant supporting examples.

- (a) **Using the extract as a starting point, analyse and evaluate the linguistic features of persuasive written texts. You must refer to other examples of persuasive written texts in your response.** [40]

In your answer, you should consider:

- lexical and grammatical choices
- audience and purpose
- persuasive features in this text and other written examples.

## **History**

### **History of Ribena**

The story began way back in 1938, so for over 75 years we've been making the delicious taste of Ribena. Here's a fantastic fact for you. The name Ribena comes from the Latin word for blackcurrants, "Ribes Nigrum".

#### **1930s**

##### **Early History**

Those berries have played a big part in British history. In 1939 during WW2, Ribena did its duty as it was given to children for free as a Vitamin C supplement.

#### **1980s**

##### **Ribena Berries**

One small step for man, a giant leap for cheeky Blackcurrants. The legendary Ribena Berry characters were first introduced, bursting with fun.

#### **1990s**

##### **Introduce 500ml Ready-to-Drink**

On your marks, get set, go. Ready-to-drink Ribena was launched and a world thirsty for their favourite drink-on-the-go rejoiced!

#### **2015**

##### **Ribena Launched Its Ribenary Campaign "Zooby Doo!"**

How do you tell the world about the fruitiest, tastiest, juiciest, blackcurrantiest Ribena ever? With a new ad and a ridiculously hummable tune, that's how. You really can't get any more Ribenary.

**(b) Write a product review for a lifestyle magazine. [20]**

In planning your response, you should consider:

- the key features of the review genre
- your intended audience in relation to the product
- the tenor of the text
- lexical and grammatical features.

Aim to write approximately 350 words.

**(c) Write a commentary for the text you have produced, analysing and evaluating your language use. [20]**

Comment particularly on your language choices and their effectiveness in relation to the context given in part (b).

**Or,**

2. The following transcript is an edited version of a conversation between New York Air Traffic Control and the pilot of an airbus (Cactus fifteen forty nine). Air Traffic Control (ATC) wants the pilot to turn back and land at another airport. The pilot does not think he can do that.

Read the extract and then answer the question below. You should use appropriate terminology and relevant supporting examples.

- (a) Using the extract as a starting point, analyse and evaluate how context affects spoken language choices. You must refer to other examples of how context affects spoken language choices in your response. [40]**

In your answer, you should consider:

- lexical and grammatical choices
- relevant features of spoken language
- contextual factors.

Pilot: Ah this is uh cactus fifteen forty nine hit birds we lost thrust in both engines we're turning back towards Laguardia

ATC: Okay yea you need to return to Laguardia

ATC: Cactus fifteen forty nine if we can get it do you want to try to land runway one three

Pilot: We're unable we may end up in the river

ATC: Alright cactus fifteen forty nine it's going to be left traffic to runway three one

Pilot: Unable

ATC: Okay what do you need to land?

ATC: Cactus fifteen forty nine runway four is available if you want to make left traffic to runway four

Pilot: I am not sure we can make any runway oh what's over to our right anything in New Jersey maybe Teterboro

ATC: Okay off to your right side is Teterboro airport

ATC: Do you want to try and go to Teterboro

Pilot: Yea

ATC: Cactus fifteen forty nine turn right you can land runway one at Teterboro

Pilot: We can't do it

ATC: Okay which runway would you like at Teterboro

Pilot: We're gonna be in the river

ATC: I'm sorry say again cactus

- (b) Write an extract from a short story in which a character has to solve a problem. [20]**

In planning your response, you should consider:

- the key features of a short story
- the relationship between the character and the problem to be solved
- lexical and grammatical features.

Aim to write approximately 350 words.

- (c) Write a commentary for the text you have produced, analysing and evaluating your language use. [20]**

Comment particularly on your language choices and their effectiveness in relation to the context given in part (b).

**END OF PAPER**

**BLANK PAGE**