



GCE AS – **NEW AS**

B700U20-1



S16-B700U20-1



**ENGLISH LANGUAGE – Component 2**  
**Using Language**

P.M. WEDNESDAY, 8 June 2016

2 hours

**ADDITIONAL MATERIALS**

In addition to this examination paper, you will need a 12 page answer book.

**INSTRUCTIONS TO CANDIDATES**

Answer both Section A and Section B.

Write your answers in the separate answer book 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.

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**Section A: Investigating data**

Answer all parts of the following question. You should spend no more than **25 minutes** on (a) – (c) and the remaining **35 minutes** on (d).

The corpus of data on pages 4 and 5 consists of 11 advertisements taken from a range of national and local newspapers, weekend supplements and magazines.

1. (a) Identify **two** different phonological techniques used in the advertisements. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. **[4]**
- (b) Identify **four** lexical or semantic effects used in the advertisements. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. **[8]**
- (c) Identify **four** different grammatical structures used in the advertisements. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. **[8]**
- (d) Analyse and evaluate the ways in which advertisements in newspapers and magazines engage their target audience. **[30]**

In your response you should consider:

- the context
- the tenor and the effect of the lexical choices
- how form and structure are used to create impact
- the similarities and/or differences

Use the corpus of data, your answers to (a) – (c), and your own knowledge to inform your response.

## Corpus of data: Advertisements

**Advertisement 1**

(*The Times*, a broadsheet newspaper, 28/05/15)

**READ IT AND REAP**

Read by more Senior business leaders than any other daily. The only Daily briefing you need. The Times means business join us at [www.thetimes.com](http://www.thetimes.com)

**Advertisement 2**

(*The Guardian*, a broadsheet newspaper, 28/05/15)

**The Guardian Gardener**

Scabiosa 'Butterfly Magnets' Mix  
Billowing pincushion flowers upon slender, swaying stems are produced non-stop from Mid-summer to Autumn.  
**Buy 3 plug plants for £12.99**

**Advertisement 3**

(*Daily Mail*, a tabloid newspaper, 17/05/15)

**Book your Holi'yay' today**

Fantastic value getaways with Costa

**Advertisement 4**

(*Grazia*, a magazine, 04/07/11)

So Fresh!! Lip gloss enriched with a splash of freshness. Enriched with vitamins C & E. 7 new tangy shades. New Glam Shine Fresh gloss. L'oreal Paris - Because you're worth it

**Advertisement 5**

(*Daily Mail*, a tabloid newspaper, 17/05/15)

Virgin Media

**Upload Downstairs,  
Download Upstairs**

Get the UK's best widely available broadband for streaming. Don't miss out on our hottest ever sale

**Advertisement 6**

(*Daily Mail*, a tabloid newspaper, 28/05/15)

Can you spot **MISTEAKS?**

Earn up to £26ph as a freelance proofreader and editor. Work on books, websites and brochures with our Chapterhouse course

**Advertisement 7**

*(The Daily Telegraph, a broadsheet newspaper, 28/05/15)*

**WE ARE THE BANK INVESTING  
IN OUR CLIENTS'  
FUTURE**  
ONE BANK, **30 MILLION CLIENTS,**  
**76 COUNTRIES,**  
ONE TEAM SPIRIT  
Societe Generali:  
Building Team Spirit **Together**

**Advertisement 8**

*(Leaflet inside The People's Friend, a magazine, 12/05/15)*

IT'S A MAD, MAD, MAD, MAD  
SALE!  
...FOR A SMART, SMART,  
SMART, SMART READER OF  
THE PEOPLE'S FRIEND  
Yours FREE - Bonus Spring  
Insanity Sale Mystery Gift

**Advertisement 9**

*(Daily Mail, a tabloid newspaper, 17/05/15)*

Discover a range of natural allergy  
remedies for a sneeze-free summer  
In a recent survey 100% of bees  
would recommend. Honest.  
Holland and Barrett - the good life

**Advertisement 10**

*(Daily Mail, a tabloid newspaper, 17/05/15)*

LiVe LiFE on 4G

**Make the most of the Samsung  
Galaxy S6 edge with 8GB data**

- **3 months** unlimited UK 4G data
- **Unlimited** minutes and texts
- **Inclusive** calls to the UK
- **Fixed Price Promise**

**Vodafone:** Power to you

**Advertisement 11**

*(You, a Magazine, 07/06/05)*

**Paris, the Eiffel Tower and River Seine Cruise**

Discover Paris the 'City of Love'.  
You'll sail down the river Seine during an hour-long luxury  
cruise, floating under classic Parisian bridges and past  
stunning monuments.  
Three nights three star bed-and-breakfast accommodation  
(upgrade to Standard Premier at a supplement)

**Section B: Creative Writing**

Choose **either** question (a) **or** (b), and then complete part (c).

*You should spend no more than **35 minutes** on your creative writing and the remaining **25 minutes** on your critical writing.*

**Either,**

1. (a) Write a product review to be published in a lifestyle supplement of a broadsheet newspaper. You must use one of the advertisements from the corpus of data as a stimulus, but you may introduce ideas of your own.

You should aim to write approximately 350 words. **[30]**

**Or,**

- (b) Compose a piece of travel writing for an online blog aimed at gap-year students. You must use either advertisement 3 or 11 from the corpus of data as a stimulus, but you may introduce ideas of your own.

You should aim to write approximately 350 words. **[30]**

**And,**

- (c) Write a commentary analysing and evaluating the linguistic and grammatical choices you have made in your writing. Comment particularly on your language features and their effectiveness in relation to the context given in **either** part (a) **or** part (b).

You should aim to write approximately 250 words. **[20]**

**END OF PAPER**

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