GCE AS

wjec cbac

B700U20-1

S18-B700U20-1

eduqas
Part of WJEC

ENGLISH LANGUAGE – AS component 2
Using Language

WEDNESDAY, 16 MAY 2018 – MORNING

2 hours

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

Answer both 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.

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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 short extracts taken from restaurant menus.

Contextual information is provided with the extracts. You do not need to refer to it in questions *(a)-(c)*. The information may help you in your response to *(d)*.

1. *(a)* Identify and write down **two** different phonological techniques used in the extracts. Describe each one using accurate terminology and briefly explain the effects created in each case. **[4]**

(b) Identify and write down **four** lexical or semantic effects used in the extracts. Describe each one using accurate terminology and briefly explain the effects created in each case. **[8]**

(c) Identify and write down **four** different grammatical structures used in the extracts. Describe each one using accurate terminology and briefly explain the effects created in each case. **[8]**

(d) Using examples from the corpus of data, analyse and evaluate the ways in which language is used in restaurant menus to appeal to their target audiences. **[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.

You may use your answers to *(a)-(c)* and your own knowledge to inform your response.

Corpus of data: Restaurant Menu Extracts

Extract 1

**Entrees
Les Classiques**

SALADE BLANC

celeriac & apple remoulade, watercress, avocado, deep-fried shallots

Brasserie Blanc (by Raymond Blanc), restaurants nationwide

Extract 2

STEAK FRITES: 5oz 'MINUTE' RUMP:

All of our steaks are aged for a minimum of 35 days and come from British breeds, fed on a natural diet of grass and grain by our trusted farmers for fantastic flavour, taste and texture.

Cafe Rouge, restaurants nationwide

Extract 3

FINISH WHAT YA STARTED
Jack Daniel's double-glazed burger with a side of Jack Daniel's chicken wings. Come on, Jack Daniel's fans, finish what ya started!

OOH YES!
Upgrade your fries!
Sweet potato, chilli beef or cheese and bacon

TGI Friday's, American-themed restaurants nationwide

Extract 4

PENNE GIARDINERA – Antonio whipped this up one day for a friend – so good he's been making it ever since. Giant Puliese penne with courgette, chilli and garlic, served with fried spinach balls and Italian cheese.

Carluccio's, restaurants nationwide

Extract 5

Tandoori Special

This is probably the most famous of Indian dishes.
Natural yoghurt, tandoori garam masala, lemon juice, ginger, garlic, mixed marinated for two days then cooked in a flaming charcoal tandoori clay oven.

Maharajah Indian restaurant and takeaway, Hull

Extract 6

Vanilla Pretzels

You know all about vanilla ice-cream, now how about a vanilla pretzel? Fresh from the oven and dusted with vanilla sugar, it's a delight that melts in the mouth.

Mr Pretzel, restaurants nationwide

Extract 7

Flipping Amazing!
Pancakes served with blueberry compote and banana.

Giraffe, restaurants nationwide

Extract 8

Caesar Salad:
Cos leaves, croutons, marinated anchovy fillets, parmesan shavings and caesar dressing. The perfect alternative for a scrumptious, lighter and healthy choice.

Holiday Inn, restaurants nationwide

Extract 9

Thali – Mini Buffet on a Plate

Thali is the traditional way Indian families eat at home. It gives a balanced combination of nutrition, flavour, texture and colour. At ITR it consists of several bowls of food on one platter, put together by our chef.

Indian Tiffin Room, Manchester

Extract 10

HOLY CREPE!
Freshly prepared home-made vegetable crepes served with salad.

Samphire Vegan restaurant, Plymouth

Extract 11

soul bowl: a delicious duo of super food salads – carrot, beetroot, quinoa, cherry tomato, dates, parsley, mint; kale, shiitake mushroom, sesame dressing (50p from your purchase goes to the charity Compassion In World Farming)

Mildred's, London

Extract 12

#MEETMEATEAT Platter

Feeds 4 people, or 2 cave men – big, fat Buffalo wings, full rack of ribs, pulled pork, 4 sliders, whole BBQ chicken, sliced brisket, slaw and your choice of 8 of our sides. Upgrade your sides for 50p each.

Rebel's Smokehouse, Yorkshire

Extract 13

SPICY MALAGUETA CHICKEN FLAME GRILLED SKEWER – Our best seller: marinated in our sticky spicy sauce
STACK IT: Add a little more to your skewer
RIB IT! (add 1/4 ribs), SURF IT! (add prawns), WING IT! (add wings).

Cabana Rio Street Food, Leeds

Section B: Creative and Critical 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,

2. *(a)* Write a lively article for a student magazine entitled 'The Best Meal I Ever Ate'. You may use the extracts from the corpus of data as a stimulus, but you should introduce ideas of your own.

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

Or,

(b) Imagine that you are the owner of a new restaurant. Write a speech for your opening night outlining to your invited guests the philosophy of your restaurant. You may use the extracts from the corpus of data as a stimulus, but you should 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)*. **[20]**

END OF PAPER

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