



GCE A LEVEL

A700U20-1



ENGLISH LANGUAGE – A level component 2
Language Change Over Time

FRIDAY, 8 JUNE 2018 – AFTERNOON

2 hours 15 minutes

A700U201
01

ADDITIONAL MATERIALS

A WJEC pink 16-page answer booklet.

INSTRUCTIONS TO CANDIDATES

There are **two** sections.

Answer **all** questions.

Write your answers in the separate answer booklet provided.

INFORMATION FOR CANDIDATES

Section A carries 80 marks and Section B carries 40 marks.

The number of marks is given in brackets at the end of each question or part-question.

As a guide, you are advised to spend 1 hour and 30 minutes on Section A and 45 minutes on Section B.

You are reminded of the need for orderly, clear presentation in your answers.

Assessment will take into account the quality of written communication used in your answers.

Section A: Language Change Over Time

Answer Question 1 and Question 2.

Question 1 is divided into four parts: (a), (b), (c) and (d). Answer all parts.

The three texts which follow on pages 4-6 are all examples of advertisements promoting products which are believed to have health benefits.

Text A is a handbill published in 1652 when the first coffeehouse in London was opened by Pasqua Rosee. Handbills were a popular form of advertising in the seventeenth and eighteenth centuries. The only remaining copy of this handbill is damaged so some of the text is missing.

Text B is an extract from *The General Advertiser* published in 1751. This was a daily newspaper that consisted almost entirely of advertisements, many of which made dramatic claims about the healing powers of products.

Text C is a flyer published in 1910. This is a cheap form of advertising which can be distributed to a wide target audience. The product continued to be made until the 1980s, when the licence for production was withdrawn because of concern about the side effects.

1. (a) **Identify the word class and archaic spelling patterns of the following words using appropriate terminology.** [6]

Dyett (Text A, line 9)

ouer (Text A, line 17)

Busines (Text A, line 26)

- (b) **What do the examples below tell us about language change? Make two points and refer to the examples using appropriate terminology.** [4]

exceedingly (Text A, line 18)

exceeding (Text A, line 30)

Dropsy (Text A, line 21)

Dropsie (Text A, line 30)

- (c) **Describe the form and the archaic grammatical features of the following examples using appropriate terminology.** [4]

a Clock (Text A, line 14)

supresseth (Text A, line 18)

- (d) **Analyse features of the grammatical structure and punctuation that are typical of Early Modern English in the extract from Text A below. Make three points and select a relevant example to support each point. You must use appropriate terminology to describe your example.** [6]

THE Grain or Berry called Coffee, groweth upon little Trees, only in the Deserts of Arabia.

It is brought from thence, and drunk generally throughout all the Grand Seigniors Dominions.

It is a simple innocent thing, composed into a Drink, by being dryed in an Oven, and ground to Powder, and boiled up with Spring water, and about half a pint of it to be drunk, fasting an hour before, and not Eating an hour after, and to be taken as hot as possibly can be endured; the which will neuer fetch the skin off the mouth, or raise any Blisters, by reason of that Heat.

The Turks drink at meals and other times, is usually Water, and their Dyett consists much of Fruit, the Crudities whereof are very much corrected by this Drink.

The quality of this Drink is cold and Dry; and though it be a Dryer, yet it neither heats, nor inflames more than hot Posset. [ll.3-12]

2. In your response, you must

- explore connections across the texts
- consider relevant contextual factors and language features associated with the construction of meaning
- demonstrate understanding of relevant language concepts and issues.

Analyse and evaluate Texts A, B and C as examples of advertisements written at different times. [60]

TEXT A: 'The Vertue of the COFFEE Drink', a handbill (1652)

The Vertue of the COFFEE DRINK

First publicly made and sold in England, by *Pasqua Rosee*

THE Grain or Berry called *Coffee*, groweth upon little Trees, only in the *Deserts of Arabia*.

It is brought from thence, and drunk generally throughout all the Grand Seigniors Dominions¹.

5 It is a simple innocent thing, composed into a Drink, by being dryed in an Oven, and ground to Powder, and boiled up with Spring water, and about half a pint of it to be drunk, fasting an hour before, and not Eating an hour after, and to be taken as hot as possibly can be endured; the which will neuer fetch the skin off the mouth, or raise any Blisters, by reason of that Heat.

10 The Turks drink at meals and other times, is usually *Water*, and their Dyet consists much of *Fruit*, the *Crudities*² whereof are very much corrected by this Drink.

The quality of this Drink is cold and Dry;³ and though it be a Dryer, yet it neither *heats*, nor *inflames* more than *hot Posset*.⁴

15 It forcloseth⁵ the Orifice of the Stomack, and fortifies the heat with- [missing text] it's very good to help digestion, and therefore of great use to be drunk about 3 or 4 a Clock in th'afternoon, as well as in the morning.

It quickens the *Spirits*, and makes the Heart *Lightsome*. It is good against sore Eys, and the better if you hold your Head ouer it, and take in the Steem that way.

20 It supresseth Fumes exceedingly, and therefore good against the *Head-ach*, and will very much stop any *Defluxion*⁶ of *Rheums*, that distil from the *Head* upon the *Stomack*, and so preuent and help *Consumptions* and the *Cough of the Lungs*.

It is excellent to prevent and cure the *Dropsy*, *Gout*, and *Scurvy*.

It is known by experience to be better than any other Drying Drink for *People in years*, or *Children* that have any *running humors* upon them, as the *Kings Evil*. &c.

It is very good to preuent *Mis-carryings in Child-bearing Women*.

25 It is a most excellent Remedy against the *Spleen*, *Hypocondriack Winds*, or the like.

It will preuent *Drowsiness*, and make one fit for Busines, if one haue occasion to *Watch*; and therefore you are not to drink of it *after Supper*, unless you intend to be *watchful*, for it will hinder sleep for 3 or 4 hours.

30 It is observed that in *Turkey*, where this is generally drunk, that they are not troubled with the *Stone*, *Gout*, *Dropsie*, or *Scurvy*, and that their *Skins* are exceeding cleer and white.

It is neither *Laxative* nor *Restrington*.⁷

Made and Sold in *St. Michaels-Alley in Cornhill*, by *Pasqua Rosee*, at the Signe of his own Head.

¹the Grand Seigniors Dominions: the Grand Seignior was the ruler of Turkey

²Crudities: the indigestible remains of the fruit in the stomach (obsolete)

³cold and Dry: qualities associated with being unsociable and bad-tempered ('melancholic'); linked to the 'humours', a medical system for classifying health and mood (obsolete)

⁴Posset: a drink taken for medicinal purposes (historical)

⁵forcloseth: to block up an opening (obsolete)

⁶Defluxion: running nose or eyes—symptoms of a cold (obsolete)

⁷Restrington: causing binding or drying of bodily fluids (medical term, rare)

TEXT B: 'Viper-Drops', extract from *The General Advertiser* (1751)

VIPER¹-DROPS

SO Prepared as to contain all the fantastic Qualities of that Creature, heightened : And, tho' given in a very small Quantity, excel in Power and Efficacy almost all other Medicines given in any Quantities, for the Relief and Cure of those afflicted with the following, and many other Disorders, vis. Natural Weakness ; Weakness from casual Injuries ; Inability, Sterility ; from whatever Cause ; Wastings of Flesh ; Lowness of Spirit ; Immoderate Fluxes, &c. Hysterical or Hypochondriacal Disorders ; Pains in the Back, Kidneys ; Injuries of the Ureters, or Urethra from Stone of Gravel² ; Cramps ; convulsive Tremblings ; with a Multitude of other Disorders. They cheer, enliven, restore, strengthen, and invigorate to a Miracle ; create Appetite, and help Digestion. They are pleasant to take, even to the weakest and nicest Persons. This Medicine is likewise highly serviceable in many Complaints, outwardly applyed ; to Wounds, Bruises, Aches, Pains, Burns, &c.

The VIPER-DROPS are sold by the Proprietor, at the Golden-head and Key, a Chemist's Shop, the Corner of the Bell-Savage-Inn Gateway, Ludgate-Hill, London, In Phials, at 3s, and 1s. 6d with Directions.

The CASE of Mr. DOWNS of Cold-Bath Fields

Mr. Downs says he has been long afflicted with the Gravel in a very severe Degree, and all the grievous Symptoms attending that terrible Disorder : That he has been for Eight and Forty Hours together in the greatest Torture possible with a Suppression of urine : That he has had, and followed, the Advice of several Apothecaries : That he never has found the like Benefit from them, which he has happily experienced from Dr Rock's Balsamick VIPER-DROPS : And that these Viper-Drops deserve to have their Praises wrote in Characters of Gold.

*Summer-Street, opposite the Crown
and Sugar Loaf near the Cold-Bath, Clerkenwell*

JONATHAN DOWNS

¹VIPER: a poisonous snake

²Gravel: a kidney infection which affects the urinary tract

TEXT C: ‘Potter’s Asthma Cure’, a flyer (1910)

Why Suffer from Asthma?

YOU know how exhausting asthma is. You know how prostrated you are by an attack. Year after year you have suffered in this way. The slightest thing brings on the dreaded paroxysms of coughing, and the perpetual fear of an attack coming on, makes life a misery. Not only is the
 5 attack painful and prostrating, but the loss of time during your absence from business is another serious item in the account, and that is why you would give anything for a remedy that would afford you prompt and certain relief and freedom from attacks. That is why you ought to know about “Potter’s Asthma Cure,” because it gives

Relief—Instant Relief

10 in asthma. The use of “Potter’s Asthma Cure” will enable you to breathe freely. The paroxysms of coughing will stop, and ease, comfort, and sweet, soothing relief will be yours. In every trouble of the breathing apparatus “Potter’s Asthma Cure” is marvellously successful. In asthma, hay fever, bronchitis, and whooping-cough the relief it affords is truly delightful. It enables those who are racked and tortured by incessant coughing to gain restful and refreshing sleep. And
 15 the point is that

It’s so easy to use

“Potter’s Asthma Cure.” You can either put a little of “Potter’s Asthma Cure” on a plate and ignite it and inhale the fumes, or you can use “Potter’s Patent Inhaler,” which is far more convenient, and costs but one shilling. In either case the virtues are brought directly into contact with the
 20 breathing organs, and immediately “Potter’s Asthma Cure” is used you are conscious of a feeling of soothing, calming relief, which is most grateful. Until you have tried “Potter’s Asthma Cure” you cannot realise what it will do for you. Possibly you have tried some other so-called cure and been disappointed. “Potter’s Asthma Cure” never disappoints, but gives ease, comfort, and relief. “Potter’s Asthma Cure” is

Almost Magical

25 in the results it produces, whilst it is at the same time quite safe. It is entirely free from opium, and does not cause headache, as is the case with other so-called remedies. Furthermore, “Potter’s Asthma Cure” has no injurious effects on the general health, so that there is no room for hesitation about using it. Why be tortured and prostrated by asthma and its agonies when
 30 you can gain sweet and immediate relief by using “Potter’s Asthma Cure”?

Potter’s Asthma Cure Cigarettes

are in every way as convenient and efficacious as our Asthma Cure. They enable those whose business calls them out of doors to carry the remedy for their trouble in their pockets with them. At the first symptoms of an attack “Potter’s Asthma Cigarettes” should be smoked, and in that
 35 way pain, discomfort, and suffering will be avoided. “Potter’s Asthma Cigarettes” are specially valuable in foggy weather and on going into the open air, and their use is a wonderful protection. The same thing is true of “Potter’s Smoking Mixture.” A cigarette smoked by the asthmatic the last thing at night will ensure a good night’s rest and pleasant refreshing sleep.

Section B: English in the Twenty-First Century

Read the following set of data which gives examples of email subject lines (the title that appears in an inbox list of messages), and answer the compulsory question below.

3. In your response, you must refer to the set of data (Texts 1-10), but, in addition, you may wish to draw on your own examples. You must also:

- consider relevant contextual factors and language features associated with the construction of meaning
- apply appropriate methods of language analysis, using associated terminology and coherent expression
- demonstrate understanding of relevant language concepts and issues.

Using your knowledge of twenty-first century English, analyse and evaluate the ways in which contextual factors affect the lexical and grammatical choices in email subject lines. [40]

TEXT 1: (Halloween promotion, online store)



Spooktacular Savings Event! Save up to 50% + 10% discount code

TEXT 2: (Google Calendar)

Notification: Booking @ Hotel Mercure London Heathrow Mon Nov 21–Tue Nov 22

TEXT 3: (family)

Just setting off ...at last ...

TEXT 4: (campaign group)

Kicking ass—sorry for the crude language—sign our petition

TEXT 5: (pre-Christmas sales at the end of November, online store)

JULIE HURRY UP YOU ARE LATE! 48 hours left to enjoy BLACK FRIDAY

TEXT 6: (marketing company)

Would you like to unsubscribe?

TEXT 7: (friends)

Pff this is kinda sooo not cool Guys

TEXT 8: (Facebook notification)

Jack Gray commented on your photo

TEXT 9: (employer)

[URGENT] Data Correction Project – Update

TEXT 10: (fraud spam, unsolicited email sent in large quantities with the intention of conning the recipient)

Greeting! Im Mrs Tayla Mohid, I NEED UR HELP with \$10,000,000 fund help humanity

END OF PAPER