



**AS**

**ENGLISH LANGUAGE**

**Paper 2 Language varieties**

**7701/2**

**Wednesday 13 May 2020      Morning**

**Time allowed: 1 hour 30 minutes**

<p><b>For this paper you must have:</b></p> <ul style="list-style-type: none"><li>• <b>an AQA 12-page answer book.</b></li></ul>
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**[Turn over]**

## **INSTRUCTIONS**

- **Use black ink or black ball-point pen.**
- **Write the information required on the front of your answer book. The PAPER REFERENCE is 7701/2.**
- **There are TWO sections:**
  - **Section A: Language diversity**
  - **Section B: Language discourses.**
- **Answer EITHER Question 1 OR Question 2 from Section A. Answer Question 3 from Section B.**
- **Do all rough work in your answer book. Cross through any work you do not want to be marked.**

## **INFORMATION**

- **The maximum mark for this paper is 70.**
- **The marks for questions are shown in brackets.**
- **There are 30 marks for EITHER Question 1 OR Question 2. There are 40 marks for Question 3.**
- **You will be marked on your ability to:**
  - **use good English**
  - **organise information clearly**
  - **use specialist vocabulary where appropriate.**

**ADVICE**

- **It is recommended that you use:**
  - **about 40 minutes writing your Section A answer**
  - **about 50 minutes writing your Section B answer.**

**DO NOT TURN OVER UNTIL TOLD TO DO SO**

**SECTION A****Language diversity**

**Answer ONE question from this section.**

**EITHER**

- 01** Discuss the idea that audience is the biggest influence on how people use language.

**In your answer you should discuss concepts and issues from language study. You should use your own supporting examples and the data in TEXT A, opposite.**

**TEXT A is the back cover of a book for older people called ‘iPad for Seniors in Easy Steps’. A transcript of Text A is provided on pages 6–7.  
[30 marks]**

## TEXT A

A Transcript of TEXT A starts on page 6.

### Why choose this book?

#### It's written in plain English

Put off by the jargon? Don't worry, we keep things straightforward.

#### It's easy to follow

Clear, step-by-step instructions make learning simple.

#### It's fully illustrated

We don't just tell you how to do it, we also **show** you how.

#### It's in full colour

This book's printed in colour to make it simpler to use and easier on the eye.

#### And it's fantastic value

Do we need to say any more?

£10.99 UK / \$14.99 US

[www.ineasysteps.com](http://www.ineasysteps.com)

Categories: Computers/Mobile Devices

Apple's iPad remains at the forefront of tablet computers and it's easy to see why: it's stylish, versatile and easy to use, and no longer the preserve of the younger generation.

**iPad for Seniors in easy steps** is updated to cover the new iOS 8. Learn all the essentials you need to know:

- Choose the right model for you
- Navigate around with Multi-Touch gestures
- Master Settings & apps to stay organized
- Find, download and explore exciting apps
- Use your iPad to make traveling stress-free
- Email, share photos and video chat for free
- Access & share your music, books and videos
- Locate family members and stay in touch
- Access your documents from anywhere

Finally, keep your iPad safe and have fun with it!

#### Let these **icons** make it even easier



to spice up your learning



highlights something worth remembering



wards you off potential danger!



indicates a new or changed feature

[Turn over]

## **Transcript of TEXT A**

**Why choose this book?**

**[Five separate boxes down the left-hand side read as follows]**

**It's written in plain English**

**Put off by the jargon? Don't worry, we keep things straightforward.**

**It's easy to follow**

**Clear, step-by-step instructions make learning simple.**

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- Use your iPad to make travelling stress-free
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- Access & share your music, books and videos
- Locate family members and stay in touch
- Access your documents from anywhere

**Finally, keep your iPad safe and have fun with it!**

**Let these icons make it even easier**

**[icon of a chilli with the words Hot tip]  
to spice up your learning**

**[icon of an elephant with the words 'Don't forget']  
highlights something worth remembering**

**[icon of a snake with the word 'Beware']  
wards you off potential danger!**

**[icon of the word NEW]  
indicates a new or changed feature**

**£10.99 UK / \$14.99 US**

**[www.ineasysteps.com](http://www.ineasysteps.com)**

**Categories: Computers/Mobile Devices**

**[Turn over]**

**OR**

**0 2** Discuss the idea that people are judged because of the accent they use.

**In your answer you should discuss concepts and issues from language study. You should use your own supporting examples and the data in TEXT B, opposite.**

**TEXT B is an extract from a book about Liverpool English called ‘Scouse English’. The book is part of a humorous series on different varieties of English. A transcript of Text B is provided on pages 10–11. [30 marks]**



## TEXT B

**A Transcript of TEXT B starts on page 10.**

### PRONUNCIATION

The immediately recognisable features of the Scouse dialect are the congested, nasal sounds reminiscent of catarrh, together with a plaintive singsong pronunciation where a sentence starts with a slightly whining intonation, rises questioningly in mid-sentence, ending on a higher pitch.

Additional features include:

- An adenoidal tone where 't' and 'th' become 'd', or a 'd' is added: e.g. *id does* or *dthe boss*
- The ending '-y' (as in 'windy') becomes 'ee' and is pronounced with as much glee as the word itself, e.g. *worra classee tart!*
- Frequently mid-word vowels change sound (proper linguists call this the diphthong), adding to the lilting tone: e.g. *Mairy likes Tony Kairtis*
- The letters 'd' and 't' are aspirated into a lisping pronunciation with the addition of an 's': e.g. *dsrinkin' up time, Tsony*
- Where lazy southerners, especially on the BBC, omit the letter 't', Scouse substitutes an alternative, usually an 'r': e.g. *norra nother one!*
- As in other dialects, a 't' ending is often omitted through laziness, but Scouse changes the 't' to 'tch': e.g. *play tightch up frontch*
- As with most dialects, the mediaeval Anglo-Saxon '-ing' word-end is usually dropped for the hasty 'n' instead: e.g. *I didn't do nutt'n*. With, of course, the obligatory double negative.

**[Turn over]**

## Transcript of TEXT B

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[Turn over]

**SECTION B****Language discourses****Answer Question 3.**

**03** TEXT C is an extract from an article on the website plainlanguage.gov.

**Write an article in which you discuss how jargon can be the worst and the best form of communication. You should refer to ideas from language study.**

**Before writing your article you should state your intended audience. A transcript of TEXT C is provided on pages 14–15. [40 marks]**

**TEXT C**

**A Transcript of TEXT C starts on page 14.**

**Jargon**

Jargon is the language of specialized terms used by a group or profession. It's common shorthand among experts and used sensibly can be a quick and efficient way of communicating. Most jargon consists of unfamiliar terms, abstract words, non-existent words and acronyms and abbreviations, with an occasional euphemism thrown in for good measure. Every profession, trade and organization has its own specialized terms.

**Examples****Economists**

cost-push inflation, marginal-cost pricing, J-curve

**Computing**

ASCII, RAM, disk drive, intranets

**Insurance**

annuitants, arbitrate, debentures, gilts, sum assured

**Photography**

ASA rating, f-stop, teleconverter, TTL metering

**Good communication or bad communication?**

Jargon is a strange creature. We all complain about jargon, yet everyone writes it and no one ever admits using it. The reason? Jargon can be the worst form of communication – and the best.

**[Turn over]**

## **Transcript of TEXT C**

### **Jargon**

**Jargon is the language of specialized terms used by a group or profession. It's common shorthand among experts and used sensibly can be a quick and efficient way of communicating. Most jargon consists of unfamiliar terms, abstract words, non-existent words and acronyms and abbreviations, with an occasional euphemism thrown in for good measure. Every profession, trade and organization has its own specialized terms.**

### **Examples**

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**cost-push inflation, marginal-cost pricing, J-curve**

#### **Computing**

**ASCII, RAM, disk drive, intranets**

#### **Insurance**

**annuitants, arbitrate, debentures, gilts, sum assured**

#### **Photography**

**ASA rating, f-stop, teleconverter, TTL metering**

## **Good communication or bad communication?**

**Jargon is a strange creature. We all complain about jargon, yet everyone writes it and no one ever admits using it. The reason? Jargon can be the worst form of communication – and the best.**

**END OF QUESTIONS**

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