

Component 2: Section A

The following pages include a mock exam paper, mark scheme and examples of student responses.

Testing out my skills

The following set of data contains examples of 'Lonely Hearts' advertisements taken from newspapers and dating websites.

Section A: Investigating data

Answer all parts of the following question. You should spend no more than **25 minutes** on (a) – (c) [**20 marks**] and the remaining **35 minutes** on (d) [**30 marks**].

The corpus of data consists of 14 advertisements taken from a range of national and local newspapers, weekend supplements and magazines.

1.

(a) Identify three grammatical structures used in texts. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. [6]

(b) Identify two phonological techniques used in the texts. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. [4]

(c) Identify five lexical or semantic effects used in the texts. Write down the examples you have selected. Describe each one using accurate terminology and briefly explain the effects created in each case. [10]

(d) Analyse and evaluate the ways in which advertisements are used in newspapers and magazines to engage their target audience. [30]

In your response you should consider:

- 1 the context
- 2 the tenor and the effect of the lexical choices
- 3 how form and structure are used to create impact
- 4 the similarities and/or differences.
- 5 Use the corpus of data, your answers to (a) – (c), and your own knowledge to inform your response.

Corpus of Data: Lonely Hearts

TEXT 1 - **Sussex Damsel** GSOH seeks dashing Knight for love and romance. Loving, loyal, passionate and looking for the same." (*The Guardian - Up Close and Personals*)

TEXT 2 - **DIANE** - voluptuous, curvy, all woman. Loves dancing, walking, cosy nights in. WLTM nice man for friendship, hopefully leading to something more exciting. (*Hull Daily Mail - DateLocal*)

TEXT 3 - **LONELY** mid 50s, retired, solvent gentleman. Seeks similar to pamper and be pampered. Seeks motherly type. Status unimportant. (*Hull Daily Mail - DateLocal*)

TEXT 4 - **YOUNG AT HEART** 40 plus male. Fallen King looking for his Queen to make him feel Royal again. Many interests, open-minded to go with the flow (*Hull Daily Mail - DateLocal*)

TEXT 5 - **WHY SHOULD YOU GET TO KNOW ME?** I'm a single divorced woman who is passionate about life. An uncomplicated person (yes, women can be uncomplicated!!) and someone who truly believes the past is the past, today is now and the future is yet to be written. (*The Telegraph - Dating*)

TEXT 6 - **CULTURED GENT** - Procrastination is the thief of time...hesitate and falter life away. Mature but fit, urbane, kind gentleman with a wide variety of cultural and sporting interests seeks his 'girl Friday'. Confident, gregarious and witty. (*New Scientist Connect dating*)

TEXT 7 - Hi. 33, single, gal. nvr married ws hrtbroken ovr wastd years :(. Nt rich. Bt lovin. No jokers or players plz. Hs bin hurt enuf already. Ny1 intrestd, coment n like. (*Facebook - Lonely-Hearts*)

TEXT 8 - **MACHO MAN**: Seeking a handsome hunk for cosy evenings in and exciting nights out (fictional example)

Key:

GSOH - Good sense of humour

WLTM - Would like to meet

girl Friday - An efficient and faithful female aide or employee.

NY1 - anyone

Component 2: Using Language

Section A: Investigating Data

	A01
Section A (a) - (c)	20 Marks

1. Tasks (a) to (c) require short responses and test the ability to apply appropriate methods of language analysis and use associated terminology (A01).

Assessment will take into account the quality of written expression, but accept minor inaccuracy in spelling of key terms. [20 Marks in total]

- (a) Identify three 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. [6]

Points must be linked to **grammatical structure**, and examples must be cited from the corpus of data provided.

No more than **three** examples can be assessed. Award **one** mark for each appropriate use of terminology (up to a maximum of three marks) and **one** mark for a relevant brief explanation (up to a maximum of three marks).

Acceptable answers: terminology	Acceptable answers: brief comment	Unacceptable answers
Triadic structures and listing <i>TEXT 2 - DIANE - voluptuous, curvy, all woman.</i> <i>TEXT 6 -Confident, gregarious and witty.</i>	Positive characteristics listed to encourage reader to respond	References to: -Phonology

Acceptable answers: terminology	Acceptable answers: brief comment	Unacceptable answers
Minor sentences <i>TEXT 4 - YOUNG AT HEART</i> 40 plus male	Reflective of abbreviated nature of Lonely Hearts genre	
Elliptical and non- standard grammar use <i>TEXT 7 - Hi. 33, single, gal.</i> <i>[...] Nt rich. Bt lovin.</i>	Reflective of limited space and need to give a large amount of information in a short space	
Interrogative sentences <i>TEXT 5 - WHY SHOULD YOU GET TO KNOW ME?</i>	Encourages audience to respond and to consider the writer as a possible romantic partner Eye catching and intriguing	
Parenthetical clause and grammatical patterning / parallel phrasing TEXT 5 - An uncomplicated person (yes, women can be uncomplicated!!)	Humorous and plays upon gender stereotypes/ideologies	

The list above is not exhaustive. Other valid responses should be awarded.

(B) Identify two 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]

Points must be linked to phonology. Examples must be cited from the corpus of data.

No more than **two** examples can be assessed. Award **one** mark for each appropriate use of terminology (up to a maximum of 2 marks) and **one** mark for a relevant brief explanation (up to a maximum of 2 marks).

Acceptable answers: terminology	Acceptable answers: brief comment	Unacceptable answers
Rhyme <i>TEXT 4 - open-minded to go with the flow</i>	Connotations of a tolerant and accepting person	References to: -Grammar -Lexis and semantics - Word classes (if not linked to a phonological technique)
Alliteration <i>TEXT 8 - MACHO MAN: (fictional example)</i>	Connotations of strength and high level of fitness Hyperbolic and slightly humorous	

(c) Identify five 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.[10]

Points must be linked to **word choice** and **meaning** and examples should be cited from the advertisements in the corpus of data.

No more than five examples can be assessed. Award one mark for each appropriate use of terminology (up to a maximum of 5 marks) and one mark for a relevant brief explanation (up to a maximum of 5 marks).

Acceptable answers: terminology	Acceptable answers: brief comment	Unacceptable answers
Semantic Field <i>TEXT 1 and TEXT 4 - dashing Knight, romance, Fallen King, Queen, Royal</i>	Nostalgic connotations of fairy tale ideologies and ideals of courtly love and romance	References to: - Phonology - Syntax - Grammar - Word classes (if

Acceptable answers: terminology	Acceptable answers: brief comment	Unacceptable answers
Abbreviations/initialisms/acronyms <i>TEXT 7 - Hi. 33, single, gal. nvr married ws hrtbroken ovr wastd years :(. Nt rich. Bt lovin. No jokers or players plz. Hs bin hurt enuf already. Ny1 intrestd, coment n like.</i>	Lexis reflects 'text speak' Colloquial and conversational - highly informal	not linked to semantic/lexical technique)
Metaphors and figurative language <i>TEXT 1 - Sussex Damsel GSOH seeks dashing Knight for love and romance.</i>	Humorous and light-hearted tone Builds playful rapport with audience	
Cliches and idioms <i>TEXT 4 - YOUNG AT HEART</i> <i>TEXT 8 - MACHO MAN: Seeking a handsome hunk</i>	Used for their connotations and associations e.g. 'young at heart' connotes excitement, playfulness, vibrance	
Pre-modification <i>TEXT 3 - LONELY mid 50s, retired, solvent gentleman.</i>	Emotive and appealing due to nature of wealth and comfortable financial position	

Task (d) requires an extended response. There should be some evidence of wider knowledge.

	A02	A03	A04
Section A (D)	10 marks	10 marks	5 marks

(d) Analyse and evaluate the ways in which 'Lonely Hearts' texts are used in newspapers and magazines to 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
- how phonology is used
- the similarities and/or differences.
- Use the corpus of data, your answers to (a) – (c), and your own knowledge to inform your response.

There will be a range of different approaches to this question, but discussion should focus on the language features used to engage the target audience, the effect of the contextual factors, and on establishing connections between the texts. Responses should also show a critical understanding of 'Lonely hearts' texts.

Overview

- Abbreviations and non-standard use of language and grammar
- Differing levels of formality across all examples and how context impacts upon language use
- Use of euphemisms and inferred meanings
- Colloquial features of Lonely Hearts texts
- Discussion of mode (stylistic shift in written form towards the spoken mode, mixed mode features)
- Connotations to courtly romance and chivalry and how these contrast to modern love

Examples must be selected from the data provided, but will not necessarily cover all/any of the contexts listed below. In the best responses, however, a wider range of contexts will be addressed and there will be well-informed analysis of stylistic variation and the effect of contextual factors

Notes

Responses may make some of the following points:

Medium:

- constraints imposed by the number of characters allowed in the advertisement - leads to abbreviations such as acronyms and elliptical grammar e.g. GSOH (Good sense of humour), minor sentences, omission of subjects etc.
- Figurative language employed to convey the writer as attractive to the opposite sex
- Usually declarative, factual and filled with positive adjectives e.g. open-minded, witty, urbane - emotive language sometimes also used
- Advertisements rely heavily on connotations and often employ euphemisms in order to express taboo topics

Register:

- Acronyms are common due to restrictions in word length e.g. WLTM -Would like to meet, GSOH - good sense of humour
- Non standard spelling in Facebook version (e.g. 'enuf', 'married', 'coment') reflective of descriptivist culture of casual internet and text communication
- Euphemisms employed to convey taboo topics e.g. phrases 'something more exciting' ; 'motherly type'
- Adverts written by more mature or professional clients (Texts 1, 5 and 6) employ a higher register and more polysyllabic lexis e.g. abstract nouns 'relationship' 'procrastination' and adjectives 'solvent', 'cultural')
- Text 6 is considerably more formal and serious, reflecting a more mature age range and higher status e.g.) adjectives 'gregarious', 'cultured'; Pragmatic reference to seeking a 'girl Friday' connotes desire for power.

Lexis and Semantics

- Lexis is often clipped and vowels omitted, reflecting modern 'text speak' e.g. 'Mid', 'Hs bin hurt enuf'
- Non-standard use of capitalisation to emphasise key words and phrases e.g.) YOUNG AT HEART
- Semantic field of romance (e.g. adjectives 'loving', 'loyal', 'passionate' and noun phrase 'cosy nights in') is often employed by women
- Youthful semantics used by men to attract women e.g. idiom 'YOUNG AT HEART', noun phrase 'fit gentleman' and the rhyming cliché 'go with the flow' with connotations of a laid-back, youthful mindset

Phonology

- Playful and colloquial use of alliteration 'handsome hunk' and 'MACHO MAN' creates sense of fun
- Rhythm of monosyllabic sentences and phrases creates informal tone
- Rhyme 'go with the flow' is employed to engage and create sense of open-mindedness

Form and Structure

- Asyndetic listing used for brevity: 'loves dancing, walking, cosy nights in'
- Minor sentences, elliptical grammar and omission of main and auxiliary verbs is common e.g. 'YOUNG AT HEART 40 plus male', 'nvr married'
- Female stereotypes are emphasised through humorous, exclamatory parenthetical clause: '(yes, women can be uncomplicated!!)'

Pragmatics (contextual aspects of language use)

- Language often has connotations linked to ideas of chivalry/courtly love (e.g. abstract noun 'King', 'gentleman', 'Knight', 'damsel') with semantics drawing on sentimental 'fairy tale' and traditional ideas of love and romance
- Emotive language used as persuasive device e.g. adjectives 'lonely', and phrase 'hrtbroken ovr wasted yrs'
- Focus is often on aesthetics and physical attributes, using adjectives and euphemisms e.g. adjectives 'voluptuous, curvy', 'fit'

- Males often wish to be seen as gallant and chivalrous e.g. noun 'gentleman' and clipped form 'gent', adjective 'urbane', nouns 'King' and 'Knight'
- Economic status is a focus in some of the advertisements, suggesting that people often prioritise financial compatibility and security in relationships e.g. adjective 'solvent', 'Nt rich. But lovin', regal language 'King/Queen'