



GCE A LEVEL



A700U20-1

ENGLISH LANGUAGE – A level component 2

Language Change Over Time

FRIDAY, 8 JUNE 2018 – AFTERNOON

2 hours 15 minutes plus your additional time allowance

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 10-21 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 The product continued to be made until the 1980s, when the licence for production was withdrawn because of concern about the side effects.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 marks]

Dyet (Text A, line 23)

ouer (Text A, line 39)

Busines (Text A, line 62)

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

exceedingly (Text A, line 41)

exceeding (Text A, line 71)

Dropsy (Text A, line 49)

Dropsie (Text A, line 70)

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

a Clock (Text A, line 34)

supresseth (Text A, line 41)

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

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 Dyet 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.

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 marks]

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

The Vertue of the COFFEE DRINK

**First publicquely made and sold in
England, by PASQUA ROSEE**

**THE Grain or Berry called COFFEE,
5 groweth upon little Trees, only in the
DESERTS OF ARABIA.**

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

**10 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,
15 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
 20 Heat.

The Turks drink at meals and other
 times, is usually WATER, and their
 Dyet consists much of FRUIT, the
 CRUDITIES² whereof are very much
 25 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

30 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
 35 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
 40 Steem that way.

It supresseth Fumes exceedingly,

and therefore good against the HEAD-
 ACH, and will very much stop any
 DEFLUXION⁶ of RHEUMS, that distil
 45 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.

50 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.

55 It is very good to preuent
 MIS-CARRYINGS IN CHILD-BEARING
 WOMEN.

It is a most excellent Remedy against
 the SPLEEN, HYPOCONDRIACK
 60 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,

65 unless you intend to be WATCHFUL, for
it will hinder sleep for 3 or 4 hours.

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

It is neither LAXATIVE nor
RESTRINGENT.⁷

75 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,
5 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 ;
10 Weakness from casual Injuries ; Inability,
Sterility ; from whatever Cause ; Wastings
of Flesh ; Lowness of Spirit ; Immoderate
Fluxes, &c. Hysterical or Hypocondriacal
Disorders ; Pains in the Back, Kidneys ;
15 Injuries of the Ureters, or Urethra from
Stone of Gravel² ; Cramps ; convulsive
Tremblings ; with a Multitude of other
Disorders. They chear, enliven, restore,**

strengthen, and invigorate to a Miracle ;
 20 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 applied ;
 25 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
 30 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

35 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

40 together in the greatest Torture
 possible with a Suppression of urine
 : That he has had, and followed, the
 Advice of several Apothecaries : That
 45 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
 50 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
5 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 attack painful and
10 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
15 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

20 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
25 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
30 are racked and tortured by incessant coughing to gain restful and refreshing sleep. And the point is that

It’s so easy to use

“Potter’s Asthma Cure.” You can either
35 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
40 the virtues are brought directly into

contact with the 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
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 you can gain sweet
and immediate relief by using “Potter’s
65 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
70 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 way pain, discomfort, and
75 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
80 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 marks]

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