

393/01

ENGLISH LANGUAGE

ELang3: Exploring Language in Use

A.M. TUESDAY, 17 January 2006

(1½ Hours)

ADDITIONAL MATERIALS

In addition to this examination paper, you will need an 8 page answer book.

INSTRUCTIONS TO CANDIDATES

Answer **one** question.

INFORMATION FOR CANDIDATES

Both questions carry equal marks.

In this unit you will be assessed on your ability to:

- communicate clearly the knowledge, understanding and insight appropriate to the study of language, using appropriate terminology and accurate and coherent written expression;
- know and use key features of frameworks for the systematic study of spoken and written English;
- understand, discuss and explore concepts and issues relating to language in use;
- distinguish, describe and interpret variation in the meanings and forms of spoken and written language according to context.

Remember that marking will take into account the quality of written communication used in your answers.

Answer one question.

Either,

1. The following two texts are extracts from promotional booklets (originally accompanied by illustrations), intended to attract visitors to towns or cities.

Text A is from a publication promoting the city of Birmingham.

Text B is from a publication promoting the town of Worthing.

Analyse and discuss the use of language in these texts.

Your answer should include exploration and analysis of some or all of the following:

- lexis;
- grammar, including syntax (the structure of phrases, clauses, sentences, etc.);
- tenor (register) – especially the degree of formality or informality;
- the appropriateness of the language for audience and purpose;
- how the writers use language to attempt to attract visitors to their town or city;
- similarities and differences between the two texts;
- any other points that you find of interest.

TEXT A

Welcome to Birmingham

Having undergone a dramatic transformation in recent years, Birmingham welcomes visitors with more pride than ever before. Vibrant and cosmopolitan, you will discover everything you could ever want of a city: world class culture, scintillating shopping, bubbling nightlife, great cuisine and rich heritage.

5 Whether it's Pavarotti or Prince, Picasso or Pinter, you will be spoilt for choice in a city pulsating with cultural diversity.

Diversity is Birmingham's essence, so whatever you fancy it will be just around the corner: Michelin commended restaurants brush shoulders with great value Balti houses, sleepy canalside pubs with classically chic bars, glorious Victorian museums with cool avant-garde galleries. Awash with an array of festivals, including the UK's largest free arts festival, ArtsFest, and home to the internationally acclaimed Birmingham Royal Ballet and City of Birmingham Symphony Orchestra, the city breathes culture.

Staging more national and international sporting championships than any other UK city, Birmingham is the perfect place to satiate your sporting appetite.

15 If shopping's your bag, the city offers a delightful blend of refined arcades, stylish malls and friendly markets. The arrival of the £500m Bullring development, complete with its iconic Selfridges store, has further confirmed Birmingham's reputation as the regional shopping capital. If at any point you fancy a break from the city's 1000 stores, then Birmingham boasts a wealth of first class visitor attractions: tease your taste buds as you learn the history of chocolate at Cadbury World, discover the shape of the future at Thinktank, Birmingham's cutting edge museum of science and discovery, or dive underwater at the national Sea Life Centre, featuring the world's first 360° underwater transparent tunnel.

25 There is so much to do in Birmingham, and with more parkland and open spaces than any other UK city, you can have a great time simply doing nothing: sitting admiring the paved grandeur of Victoria Square with its cascading waters, taking a leisurely stroll along the miles of rejuvenated canals, or relaxing in the delights of the beautiful Cannon Hill Park. Whatever you choose, you'll be pleased you chose Birmingham.

TEXT B**Introduction**

Welcome to our latest Worthing Holiday Guide which will help you plan your visit to our lovely town. Inside you will find all the details you will need to book your visit as well as all about the things you can see and do in Worthing's coast, town and countryside.

5 *Worthing has long had the reputation as a genteel pleasant resort – one of the sunniest places on mainland England with numerous open spaces and beautiful gardens. However, Worthing has never been just a seaside resort – it is bordered by the beautiful countryside of the South Downs and is an ideal place for touring the whole of Sussex. Moreover, as the biggest town in West Sussex it has unrivalled shopping, sporting, leisure and entertainment centres which are enjoyed all year round.*

Worthing's Heritage

10 *Up to the end of the 18th century, Worthing was a small fishing hamlet. However, with the rise of seaside bathing as a fashionable cure for high society, the town with its gently sloping beaches and superb climate, began to grow. The town really took off when Princess Amelia – the youngest daughter of George III – arrived for treatment for a sore knee. Worthing was considered especially suitable as it was sufficiently close to Brighton so her*
 15 *brother, the Prince of Wales, could keep an eye on her, but far enough away so that she would not be corrupted by her brother's and Brighton's licentious ways. (A relationship between the two towns which some say exists to this day!) Worthing grew to become one of the fashionable resorts of the Victorian period – though it has always had the added bonus of also being a centre for commerce, shopping and entertainment. It has retained its*
 20 *genteel cultured character – to this day it is still well known for its high class entertainment, classical music and quality shopping.*

The town's fascinating history can be discovered in Worthing's Museum and Art Gallery – one of the real tourist gems of Sussex. Its permanent archaeological and historical displays are complemented with an exciting rolling exhibition programme. This includes displays by
 25 *artists and sculptors as well as displays from the museum's own nationally important costume and toy collections. A special visit should be made to the museum's toilets, recent "Loo of the Year" winners!*

Worthing has also retained many beautiful buildings – the South and North Pavilions on the Pier, the Connaught Theatre and The Dome, as well as picturesque Ambrose Place.

30 *Don't forget to look out for the local boat style porches which feature on many of the old fishermen's cottages.*

Shopping

35 *Worthing has a pleasant mixture of pedestrianised covered and open shopping areas set slightly back from the promenade. Wandering through its streets you will find all the major high street multiples as well as a broad range of book, sports, music and other specialist shops. Warwick Street is particularly popular to explore with several alleyways and arcades full of interesting shops, cafés and restaurants.*

A piece of special Worthing local colour can be found all along its five miles of beach. Local fishermen pull their boats up on to the pebbles and sell their catch straight off the boat – the cod and dover sole are particularly popular.

40 *But shopping can be a serious business so you should always take rest and recuperative breaks in Worthing's tea and coffee shops, restaurants, pubs and bistros. Worthing's sunny warm climate means that most days you can sip your cup of cappuccino and tuck into your lunch alfresco at one of the town's many pavement cafés or restaurant gardens. Finally,*
45 *don't forget to explore the fringes of Worthing's main shopping centre where you will discover old book shops, specialist shops and antique shops.*

Or,

2. The following three texts are about Land's End in Cornwall.

Text A is about the man-made attractions at Land's End.

Text B is from a website about the hidden places of Cornwall.

Text C, by John Butler, is from a website concerned with the 'End to End' walk from Land's End to John O'Groats: this extract focuses on the South Cornwall Coast Path, which begins at Land's End.

Analyse and discuss the use of language in these texts.

Your answer should include exploration and analysis of some or all of the following:

- lexis;
- grammar, including syntax (the structure of phrases, clauses, sentences, etc.);
- tenor (register) – especially the degree of formality or informality;
- the appropriateness of the language for audience and purpose;
- the approaches and attitudes of the texts to Land's End;
- similarities and differences between the texts;
- any other points that you find of interest.

TEXT A

Legendary Land's End**A Breathtaking Day Out**

Land's End – a place of stunning scenery and fabled views where magnificent cliffs overlook the powerful, surging Atlantic. A place of natural beauty, where you might see wild flowers, seabirds – even seals. A place of legend and mystery with 6 superb pay-as-you-go attractions bringing you ancient tales of heroism, skulduggery and adventure.

5 **THE CORNISH SWEET MANUFACTORY**

In Land's End's very own traditional sweet factory you can watch skilled sweetmakers at work – and then sample the delicious results of their craft.

10 **RETURN TO THE LAST LABYRINTH**

A whole new journey into wonder. Our world famous Multi-Sensory Show reborn in the 21st century. An enthralling world brought to life with images, sound and stunning special effects.

THE RELENTLESS SEA

This hands on, thought provoking exhibition tells the heroic – and sometimes tragic – story of Mankind's struggle to win a living from the bountiful but unforgiving sea.

15 **THE LAND OF GREEB**

Meet the animals and visit the craft workshops at Greeb Farm, a restored 200 year old Cornish farmstead on land worked for centuries against the odds in a spectacular setting at the World's edge.

20 **AIR SEA RESCUE**

Join the Rescue Services as they rush to the aid of a stricken fisherman. This exciting motion theatre presentation was filmed in the treacherous waters of Land's End.

THE END TO END STORY

Land's End to John O'Groats. See and hear the heart-warming and extraordinary stories of the 'End-to-Enders' and the many outlandish modes of transport they used.

TEXT B

Land's End, known as Pen an Wlas ('end of the earth') to the ancient Cornish, is the most westerly point on the British mainland, at the very tip of the granite peninsula of Penwith. It is officially 874 miles from John O'Groats in the far north of Scotland, and both Land's End and John O'Groats are part of the Heritage Great Britain plc Group.

5 Land's End has been a tourist destination since the early 19th century. The first known building was the First and Last House, built in 1830 and offering a basic place of refreshment for man and horse and some basic souvenirs in the form of lumps of granite. A temperance hotel was built later on in the 19th century, and today's visitors in search of
10 comfort and hospitality head for the famous Land's End Hotel, which has been welcoming guests for more than a century. Nature has provided some of the most thrilling and breathtaking scenery at Land's End, and a network of pathways leads to all the major viewpoints.

A battle against nature has been waged for countless years in the raging seas around the headland, and to this day sailors are thankful for the courageous men who are always
15 ready with lifeboats and helicopters to snatch those in peril from the waves. The scenic magic of this ultimate destination has been complemented down the years with an ever-expanding complex of man-made attractions. Prominent among these is an exhibition telling the story of the members of the RNLI, Royal Navy and RAF and their life-saving exploits. 'The Land of Greeb' recreates the working life of farmers 200 years ago,
20 complete with a farmhouse and farm animals; here, too, the craftsmen of today can be seen at work, using traditional skills to work wood and clay, glass and silver into beautiful, original pieces, all of which are for sale. Perhaps the most spectacular of the attractions is 'Return to the Last Labyrinth', a thrilling multi-sensory blend of true tales and legends, heroes, smugglers, wreckers, monsters and 'The Age of Knights' – all brought vividly to
25 life with state-of-the-art images, sounds and special effects.

The connection between Land's End and John O'Groats, 874 miles away in the far north of Scotland, dates back to the early 19th century, and ever since those far-off days the 'End to End' has been completed by thousands of hardy souls by all sorts of means: walking, cycling, driving – anything from an everyday family car to the famous Bergerac
30 1949 Triumph 2000 roadster, a trio of steam lorries, electric mobility scooters, a turbo-charged JCB digger, even a motorised bathtub! Many of these will always remain a magnet for visitors, who arrive here every year in their thousands to wonder at the power and beauty of nature and to enjoy the quality and variety of the man-made attractions at one of the world's most spectacular and fascinating landmark sites.

TEXT C

Land's End is the westernmost tip of Cornwall and of England, and is generally accepted as the southwestern extremity of Britain and the starting point of all journeys from one end of the country to the other.

5 Land's End is a wild place. The Land's End peninsula is composed of granite, a rock that creates the bleak, heathland scenery of the area and which forms dramatic, shattered cliffs on its Atlantic face. The first three miles, as far as Gwynap Head, are among the most scenic of the entire End-to-End walk.

10 There is no habitation at Land's End; the place consists of the Land's End Hotel and its associated facilities, among which are shops and a theme park. The place is geared to the entertainment of families and children and it has, overall, a rather tawdry air. But the rampant commercialisation of this spot can do little to mar such a dramatic setting. Look out to the west and you will see, well beyond the rocky islands offshore, the Longships Lighthouse. Beyond the lighthouse lie the Scilly Isles, visible on clear days, and beyond the Scilly Isles there is nothing else until Canada. At the northwest corner of the hotel is the Land's End Sign; you can pay for a souvenir photo of yourself standing beside it, with the distance to your home displayed on one of the fingerposts.

15 The sign is the "ceremonial" starting point of the walk, but the "practical" start, the westernmost point of the land, is a boss of rock known as the Peal that lies just below the First and Last House about 200 metres northwest of the hotel. The First and Last is, of course, a souvenir shop though it also does refreshments. Walk out as far as you think is prudent; the path suddenly ends at an outcrop of granite boulders beyond which progress is very tricky. This is Mile Zero, the start of the walk to Plymouth, and ultimately, John O'Groats.

20 Walk back to the clifftop and along past the front of the hotel. Your eyes will be drawn to the Armed Knight, an island of shattered rock several hundred metres offshore and colonised by seabirds. Another island, Enys Dodnan, lies a little further south. You can't fail to notice how the ground here is rippled and fluted; this effect is caused by wind and frost erosion and the tramp of many thousands of shoes and boots each day. Make your way towards Greeb Cottage, four hundred yards south.

30 **Carn Guthensbras**

Carn Guthensbras is, for my money, the true southwestern tip of Great Britain; this is where the Atlantic coast ends and you turn left, or eastwards, to walk along the coast of the English Channel. But I don't make the rules and it's Land's End that is the accepted starting point. At least Guthensbras is unspoilt and uncommercialised.