OCR

Oxford Cambridge and RSA

A LEVEL

Exemplar Candidate Work

ENGLISH LANGUAGE

H470
For first teaching in 2015

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Version 2

Contents

Introduction

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Exemplar 1

An investigation into the different ways males and females assert power in a Model United Nations conference.

The candidate has used transcripts from a Model United Nations debate and comprised of sections of a debate from the Human Rights Forum about the refugee crisis. A number of male and female delegates were debating clauses on this issue. The speeches were mainly spontaneous speech as the delegates do not have time to write their speeches in advance.

Introduction

The United Nations has six official languages: Arabic, Chinese, English, French, Russian and Spanish. It also employs a strict order of debate and has many linguistic protocols which are all controlled by the Head Chair in the different committees.

Model United Nations (MUN) is an event held by schools across the country which emulates the real United Nations in the structure of debate and issues discussed. It is an opportunity for secondary school students to learn more about international relations and improve their debating skills in a formal setting. One of the first things students learn when they take part in MUN is the way the debates are structured and the proper words and phrases to use in resolutions, amendments, and in delivering speeches.

I participated in a number of MUN conferences and began to notice certain differences between the way males and females use language to argue with delegates, defend their ideas and engage in debate. This investigation examines these differing ways that males and females use language to assert power in MUN conferences, and how far they adhere to language theorists' assumptions about male and female language.

[handwritten annotation: aims clear in introduction AO1]

Methodology

I recorded and transcribed sections of a debate from the Human Rights Forum at an MUN conference at a local school. I transcribed similar weighting of male and female speech and looked at the following aspects of language and how it is used to assert power.

[handwritten annotation: clear which language features are to be explored AO1]

1) Dominance of debate: *frequency of utterances and interruptions*
2) Politeness: *modal verbs and hedges*
3) Humour
4) Qualifiers

Terminology in a Model United Nations conference

Model United Nations conferences are loaded with terminology and jargon which are explained below.

A delegate	A school student who is representing the views of their assigned country in the debate
A resolution	A collection of clauses which aims to resolve the issue that the committee is discussing
A clause	An individual idea which could become part of a resolution as a whole if it is passed by the committee
A point of information	A question which can be asked once the delegate at the podium has stopped speaking
A point of order	A question which is asked if a delegate has said something that is factually incorrect or deemed offensive
Right to reply	Said when a delegate wants to reply to the delegate at the podium's response
Motion to pass as a friendly amendment	A motion where the clause being debated would be automatically passed without a vote taking place
Seconded	Said by delegates in response to a motion to show their agreement with it
Objection	Said by delegates in response to a motion to show their disagreement with it

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Structure of debate in a Model United Nations debate

A Model United Nations debate emulates the order of debate and protocol of the real United Nations. The following explanation demonstrates how a Model United Nations debate is structured, and who is allowed to speak and when:

The chairs choose a clause that a delegate has submitted to debate.

If a delegate's clause is chosen, they stand at the podium and argue for the clause that they have submitted.

Other delegates in the committee can ask points of information to the delegate at the podium.

The delegate at the podium responds to these points of information.

If time allows, another delegate can speak in favour of the clause.

Delegates are able to ask more points of information.

Delegates can then speak against the clause at the podium.

*Delegates are able to ask more points of information.*

A vote is taken on whether or not to pass the clause.

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Analysis

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1) Dominance of Debate

Frequency of utterances

The following graph shows the difference in the number of times male and female delegates speak during the debate, either by making a point of information (asking a question) or speaking at the podium at the front of the committee.
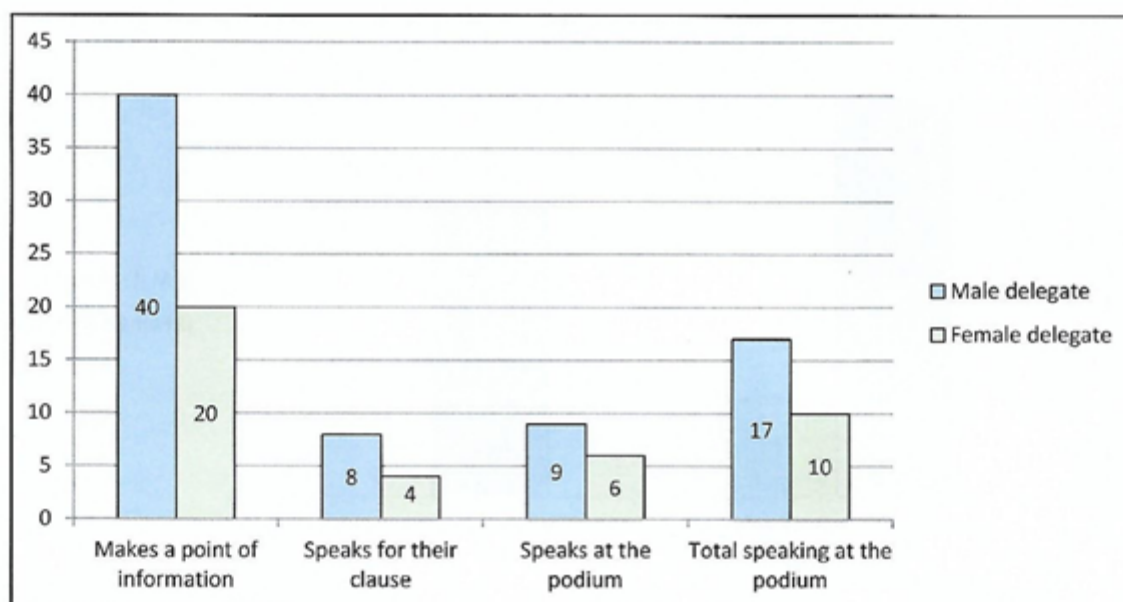

The amount a delegate can speak in a Model United Nations debate is limited by the chairs' control over the choice of speaker and the length of speech the speaker is allowed to give. For example, twice as many male delegates than female delegates spoke for a clause that they had submitted to the chairs, but this particular aspect is not due to the confidence of the male delegates but rather the chairs' random selection of clauses to be debated. *[AO3]*

However there is still a marked difference between the amount male and female delegates speak and ask questions. The graph reflects the way male delegates speak far more frequently than female delegates in both making points of information and making speeches at the podium. Male delegates made twice as many points of information than female delegates and spoke at the podium 70% more. The fact that male delegates made twice as many points of information shows that they are, by choice, twice as vocal in debate and feel confident interrogating fellow delegates. This difference in the frequency of utterances reveals part of how male delegates attempt to assert power; they achieve a position of strength by dominating the debate in terms of how often they speak. This adheres to Deborah Tannen's theory (1992) that men want to achieve status over support, as the male delegates would rather dominate a debate to achieve status than seek the support of their fellow delegates. The male domination of the debate also supports Norman Fairclough's *'Critical Discourse Analysis paradigm'* which analyses how power is constructed through the manipulation of language. According to the CDA paradigm, those who "talk the most" hold the most power and in this MUN debate it is the male delegates who "talk the most". Whilst they are speaking they hold the most power in the committee room as they temporarily have the whole committee's attention, and are able to impose their ideas on other delegates. *[AO2 concept applied critically to own data]*

5

Interruptions

The following graph shows the number of times male and female delegates make a point of order, make a point of clarification, or shout out a motion during the debate. Points of order, points of clarification, and motions are made when a delegate wants to point out a factual inaccuracy, ask a clarifying question, or move the debate forward in some way. They are part of the allowed protocol, as long as the delegate does not speak whilst another delegate is speaking, but equate to a form of interruption as the delegate is periodically stopping the debate to make their own point.

AO1 secure academic regular evident
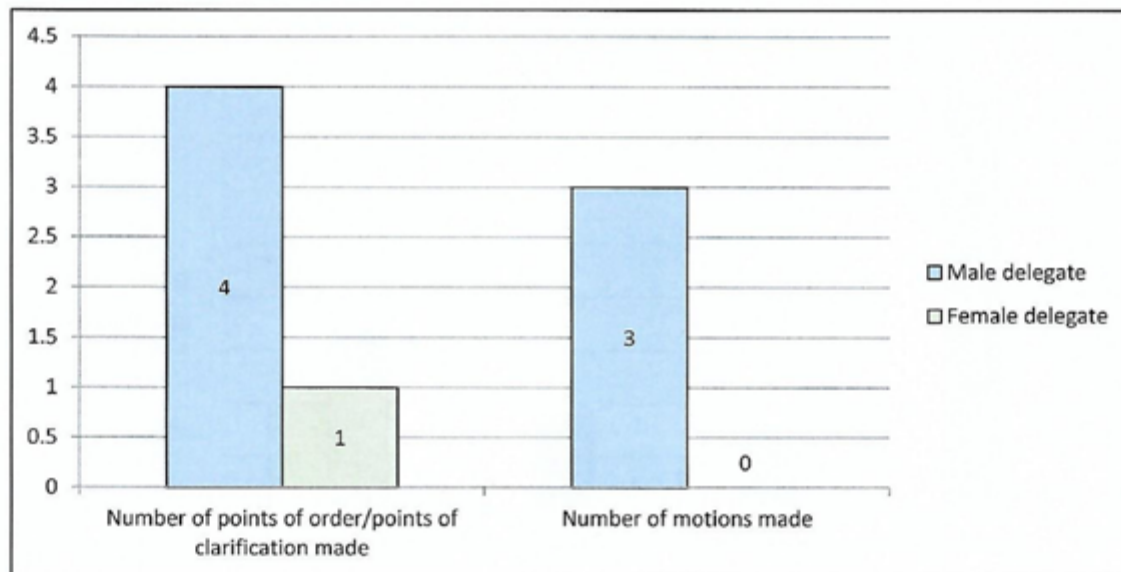
The graph shows that it is largely male delegates who make points of order, points of clarification, or attempt to pass a motion during debate, and thus are the ones who interrupt the debate the most. Spender, Fishman, Zimmerman and West's dominance theory states that men are more likely the interrupt than women in mixed-sex conversation, and the results of this graph seem to adhere to this theory. The reliability of this study has been questioned as it was conducted on a small sample group with a narrow demographic of under 35, white, middle-class participants, however the results of this graph clearly support it as a theory about language and gender; it is largely only male delegates who are willing to interrupt. There is also an instance in the transcript where a male delegate actively flouts the protocol of debate by making a point of order whilst a delegate is still speaking. By interrupting debate and flouting protocol the male delegates are perhaps trying to achieve a form of covert prestige by showing a degree of confidence and disregard for rules. Interruption is used by male delegates as a further way of dominating the debate, showing that they strive for status over support (Tannen) as a way of asserting power. By interrupting, they enhance their reputation as an effective debater and draw attention to themselves which could help them to network with other delegates, allowing them to assert power over these delegates.

evaluative and perceptive assured AO2 knowledge here

The reasons why the female delegates do not interrupt the debate must also be examined. Sylvia Shaw (1999) studied female Members of Parliament and revealed that they did not interrupt other MPs but instead followed protocol. Shaw suggested that this was because they had to do this in order to be accepted in a traditionally male world. This could also be true in an MUN debate, as the female delegates do not want to interrupt like their male counterparts as they are more at risk of being thought of negatively for it and must therefore assert power in a more covert way.

gender considered perceptively AO3

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2) Politeness

Politeness can be used to assert power as it helps form positive relationships between delegates. Two significant aspects of politeness used by delegates in the MUN debate are modal verbs and hedges.

Modal verbs

Francesca Pridham (2001) explored modal verbs as politeness features and how they make requests more indirect and impersonal. Deontic modal verbs denote certainty in the action, such as "will" and "should", whereas epistemic modal verbs such as "would" and "might" are more concerned with possibility and the lack of certainty. The following graph shows the difference between how frequently male and female delegates use modal verbs.
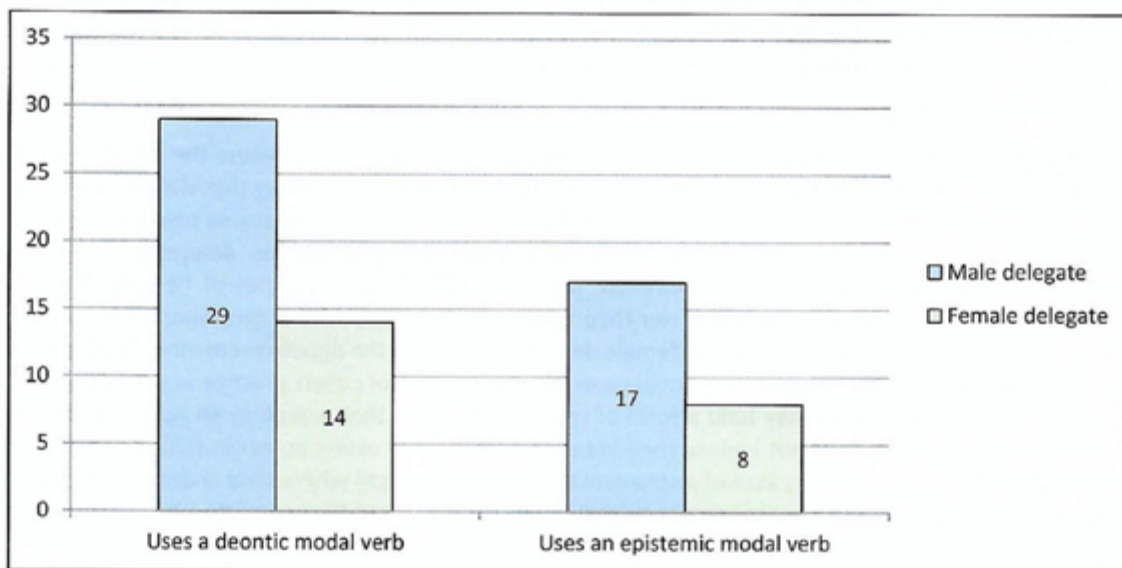
The graph shows a general trend; both males and females use more deontic than epistemic modal verbs. Male delegates use both types of modal verbs over twice as much as female delegates, but this can be accounted for by the fact that the male delegates tend to talk more than the females, as shown in the previous section, so therefore will use both types of modal verbs more over the course of the debate. They also both use proportionally the same balance of deontic and modal verbs, therefore neither gender uses considerably more of one type of modal verb than the other gender.

Robin Lakoff's research into the difference between male and female speech suggests that women are more likely to use politeness features such as modal verbs, but the results of this graph seems to suggest otherwise. In an MUN debate, epistemic modal constructions such as "would the delegate not agree?" are used by both male and female delegates, indicating that both genders are employing a form of politeness or indirectness in the debate. This phrase is particularly significant as it shows Pridham's theory of how modal verbs can make our speech more polite as the delegate's question becomes more indirect when phrased this way with the epistemic modal verb "would". It functions almost like a tag question, another aspect of speech that Lakoff categorises as female, however, in this context male and female language is similar in how it asserts power as all delegates meet a certain standard of politeness in order to maintain positive relations with their fellow delegates. This will allow them to assert power based on mutual respect and amicability between delegates, rather than a more overt imbalance of power between the speaker and the rest of the committee.

[handwritten annotations: "Critical A02 engagement with theory and own data", "perceptive"]

7

Hedges

Hedging is also used frequently as a politeness feature by delegates during the debate, including phrases such as *"a bit"*, *"a little"* and *"perhaps"*, except they are used primarily by female delegates unlike modal verbs. The following extract shows one female delegate's use of hedging.

> *F1: This clause is flawed on primarily two (.) levels (.) firstly and most importantly **perhaps** this um drone was unmanned and of not an unknown nation whilst we can **perhaps** we can assume it was the USA it is impossible to pass legislation lawfully upon on an assumption based upon no facts (.) secondly this is **perhaps** not as important issue as (.) humanitarian aid and solve problems in Jordan*
> *...*
> *F1: Um (.) this is **perhaps** unrelated and at the moment we are arguing that humanitarian issues should be the focus of this forum (.) however it is **perhaps** also not hypocritical of the fact that it is a completely different situation as the Saudi Arabian government has allowed um (1) terrorism to breed in its country and it is **perhaps a little responsible** for that*

There are few examples of male delegates repeatedly using hedges like this, where the female delegate uses the tentative adverb *"perhaps"* six times. This complies with Lakoff's theory that women use hedges and other politeness features more than men, and this use of politeness features reveals one way in which female delegates assert power. By using tentative hedges, female delegates make their suggestions in their speeches seem more like proposals than orders, another of Deborah Tannen's contrasts in male and female language. Her theory states that males prefer orders whereas females use proposals, and the use of hedges makes female delegates' points in the debate seem more like proposals as her language is more hesitant. This could be to develop a sense of covert prestige in the eyes of their fellow delegates, whereby they hold a form of power because of their image as an approachable and likeable delegate who does not impose their ideas on others. They assert power in achieving a position of respect, not because of any kind of instrumental power (Fairclough) where they order people around, but because they make reasonable proposals that appeal to the rest of the committee, therefore making them more likely to support their ideas.

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3) Humour

Humour is used in a similar manner to politeness: to establish positive connections between delegates. It is largely male delegates who use humour, and they use it in the same way that politeness is used by female delegates. They are both trying to achieve covert prestige but in different ways.

The following extracts are all the examples of humour from the transcribed debate and they are all said by male delegates except one example, where a female delegate responds to the attempted humour of another delegate.

> M 2: Could the delegate just quickly summarise what all of that meant?
>
> Laughter
>
> Chair: Briefly very briefly
>
> M 1: I'll call it the Nigel Farage argument

> F1: Um does the delegate from Japan really think it's a good idea to invite other nations on their immigration policy (.) when a large portion of the Japanese population is unhappy with with their decreasing population (.) and therefore dictating to other countries that they should close their borders means?
>
> M1: Er the delegate the delegate of Japan would like to kindly ask the delegate of North er the North Korean republic to stop misrepresenting his words (.) what this delegate is suggesting is that we have countries take matters into their own hands by their elected governments (.) and that they shouldn't be enforced to er take on policy by a so-called higher power because that isn't right (.) er we are we are asking er as Japan for the United Nations not to infringe on er what countries want to do this is called democracy I'm not sure if North Korea's heard of it (.) er but er
>
> Oooh
>
> F2: Point of order (2) Is it in order for the delegate to state that North Korea does not know about democracy when it has 100% voting rights?

> M1: On the subject of reparations and the last time we did reparations was in World War 1 and that didn't turn out well (.) did it?

The following annotations of each humorous remark explain how the delegate is trying to assert power by using humour.

M 2: Could the delegate just quickly summarise what all of that meant?

One male delegate attempts to undermine the preceding speech of another male delegate. The colloquial phrase "all of that" undermines the serious tone in which the other delegate has just made his speech.

M 1: I'll call it the Nigel Farage argument

This delegate responds to the question in a way that pervades his knowledge of current affairs by ~~perceptio~~ referencing Nigel Farage. This is a cultural allusion which will exclude members of the committee, some of whom are relatively young, who do not understand Nigel Farage's attitude towards immigration. This puts him in a powerful position as he is showing both his confidence and his worldly knowledge which elevates him above his fellow delegates.

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M1: Er the delegate the delegate of Japan would like to kindly ask the delegate of North er the North Korean republic to stop misrepresenting his words (.) what this delegate is suggesting is that we have countries take matters into their own hands by their elected governments (.) and that they shouldn't be enforced to er take on policy by a so-called higher power because that isn't right (.) er we are we are asking er as Japan for the United Nations not to infringe on er what countries want to do this is called democracy I'm not sure if North Korea's heard of it (.) er but er

Here, humour is used to attack the North Korean delegate and undermine her question about the Japanese immigration policy, and therefore undermine her power. The sarcastic phrase *"I'm not sure if North Korea's heard of it"* is both overtly meant to be humorous, but also flouts the protocol of United Nations debates by using the personal pronoun *"I"*. This could be another attempt to achieve covert prestige by breaking the rules of debate and appearing relaxed, witty and informal.

F2: Point of order (2) Is it in order for the delegate to state that North Korea does not know about democracy when it has 100% voting rights?

This question may not have even been intended as a humorous comment, as the delegate is merely pointing out the factual inaccuracies in the assertion that North Korea knows nothing about democracy. Nevertheless, this question evokes laughter from the committee and undermines the aggressive humour of the male delegate, and therefore undermines his power too.

M1: On the subject of reparations and the last time we did reparations was in World War 1 and that didn't turn out well (.) did it?

Like the delegate before, this male delegate uses cultural allusions to *"reparations"* and *"World War 1"* to show both his historical knowledge and confidence in debate. The use of the contraction *"didn't"* adds to the sense that this delegate is confident yet relaxed and feels he can speak informally, furthering his covert prestige.

As the humorous comments are largely made by male delegates, it seems that humour is one of the ways that male delegates assert power in an MUN debate. They attempt to achieve covert prestige by seeming relaxed and witty in front of their fellow delegates. It is a "covert" form of prestige and power as they are superficially just making their fellow delegates laugh, but in turn they are boosting their own reputation and respectability as a comic and relaxed member of the committee. They also use humour as a way of undermining other delegates and achieving influential power: the ability to persuade the other members of their committee to agree with their point of view or to persuade them to think worse of a particular delegate.

(handwritten margin note: precise analysis)

(handwritten margin note: neat summary finding ✓)

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4) Qualifiers

A qualifier is a word that qualifies the meaning of another such as an adjective or adverb, or it is an adverb that modifies adjectives or other adverbs such as *"very"*, *"somewhat"*, or *"quite"*. They relate to how male and female delegates assert power as they help establish the tone of a delegate's speech which affects how the delegate is represented to the rest of the committee. The following table shows the different qualifiers and adjectives that male and female delegates used in the debate.

	Male delegates	Female delegates
Qualifiers	necessarily severely entirely absolutely directly (responsible) essentially ultimately absolutely kindly so-called a bit tragically floods of quickly absolutely whole-heartedly positive	a bit very primarily firstly most importantly perhaps perhaps secondly perhaps not as important completely perhaps a little completely just too too completely simply a little bit really unnecessarily especially
Adjectives	humanitarian affected (countries) specialised temporary vague logistical mobile and spreading (diseases) vague specific negative 100% accurate a slippery (slope) higher (power) legally and financially hypocritical fantastic amazing no single (way)	vague specific efficient negative unhappy decreasing 100% (voting rights) flawed excellent different responsible vague very similar preventative temporary long-term (solution) detrimental economic (impact) non essential shipping (exports) unsustainable necessary wise important humanitarian

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Both males and females use some field specific language as adjectives such as *"logistical"*, *"humanitarian"*, *"preventative"*, *"detrimental economic impact"* and *"unsustainable"*. They use this aspect of speech in a similar way as they both chose to use this jargon and technical terminology to make themselves sound more prestigious and knowledgeable. This could be to achieve influential power over their fellow delegates as they appear superior in intellect and thus the rest of the committee will have a form of respect for them because of their elevated intelligence.

critical + careful engagement with theory

However, generally the male delegates use stronger qualifiers such as *"absolutely"* *"entirely"* and *"severely"*, whereas the female delegates use softer and more hesitant ones such as *"a little bit"*, *"perhaps"* and *"not as important"*. The female delegates also use considerably more qualifiers than the male delegates. Dale Spender (1980) states that the use of qualifiers in men shows authority, but in women it shows uncertainty and the results here seem to suggest this. The males chose qualifiers which suggest certainty and conviction, whereas the females use more hesitant ones and use them more frequently. It is similar to the female delegates' use of hedging as a politeness feature whereby they opt for proposals (Tannen) and more hesitant language in order to gain support from their fellow delegates. They seem to avoid strong statements like the male delegates tend to use, adhering to Robin Lakoff's theory (1975) about female language that they do no want to commit to a definite opinion. Contrastingly, the male delegates assert power by using emotive language in more definite statements including qualifiers such as *"ultimately"*, *"tragically"* and *"whole-heartedly"* which aims to persuade the committee of the delegate's particular viewpoint.

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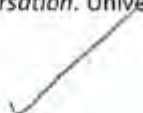# Conclusion and evaluation

Conclusion

Overall there are more differences between how males and females use language to assert power than there are similarities. Males tend to dominate the debate, use more humour to win support, and be more forward in their assertions. Females tend to speak less and be more hesitant in their language, but this in itself is a way of gaining power and support. The female delegates' assertion of power is less overt than the male delegates', as it is founded on positive relationships with their committee rather than trying to achieve superiority over their fellow delegates.

Evaluation

This investigation was overall a success as it established a number of patterns in both male and female language, and largely supported existing theories about language, gender and power. I managed to look at a range of language features as well as the contexts in which they are used, and discovered some genuinely interesting differences in the way males and females use language to assert power. I collected sufficient data to make well-founded conclusions about my findings. The only issue I encountered with transcribing my data was that there was one particular female delegate who spoke very hesitantly and quietly and therefore I was unable to transcribe this particularly extreme example of a tentative female speaker. However, I countered this problem by ensuring I still had equal length of transcriptions for both male and female delegates so I could analyse patterns of language features effectively. An interesting area for development would be to compare the findings of this investigation with an investigation into the language used by adults to assert power in a conference setting. This could reveal how the differences that this investigation has found between male and female language change as the participants grow older.

Evaluative and insightful conclusions

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An investigation into the different ways males and females assert power in a Model United Nations conference

United Nations Logo

Introduction

Model United Nations (MUN) is an event held by schools across the country which mirrors the real United Nations in the structure of debate and issues discussed. Secondary school students can take part to practise their debating skills and learn more about international relations. I participated in a number of MUN conferences and began to notice certain differences in the way males and females use language to argue with delegates, defend their ideas and engage in debate. I decided to investigate the different ways that males and females use language to assert power in an MUN conference.

Methodology

I recorded and transcribed sections of a debate from an MUN conference at a local school and I transcribed similar weighting of male and female speech. I looked at the following aspects of language and how they help the delegates to assert power:

1) Dominance of debate: frequency of utterances and interruptions
2) Qualifiers
3) Politeness: modal verbs and hedges
4) Humour

Dominance of debate

This refers to the amount that the delegates attempt to dominate the debate, either by speaking frequently or by interrupting their fellow delegates.

Frequency of utterances

The table below shows how male delegates speak more frequently than female delegates in asking questions and making speeches at the podium in the committee room. It reveals that male delegates asked twice as many questions and made 70% more speeches than their female counterparts. By dominating the debate they achieve a position of strength through which they can assert power. As they are talking the most, other delegates are forced to listen to their opinion so the delegate speaking temporarily holds the most power in the committee room. This finding adheres to Deborah Tannen's theory (1992) that men strive to achieve status over support, as the male delegates chose to dominate the debate to achieve status rather than seek the support of their fellow delegates.

Graph to show frequency of utterances

Asks a question: Male delegate 40, Female delegate 20
Makes a speech: Male delegate 17, Female delegate 10

Interruptions

Male delegates made the vast majority of interruptions, as they made 100% of the motions during the debate. Passing motions are part of the allowed protocol of debating, but they are a form of interruption as the delegate is periodically stopping the debate to make their own point. This result supports Spender, Fishman, Zimmerman and West's dominance theory, which states that men are more likely to interrupt than women in a mixed-sex conversation. By interrupting, they are enhancing their reputation as effective debaters and drawing attention to themselves which could help them to network with other delegates, which will allow them to assert power over their committee.

Only one female delegate interrupted the debate. Sylvia Shaw (1999) found that in Parliament, female MPs do not flout protocol and interrupt and Shaw suggests that this is because they have to be accepted in a traditionally male world. This is an idea also relevant to this MUN debate, as the female delegates might avoid interrupting so that they will not be thought negatively of by their fellow delegates. They therefore must assert power in different ways.

Qualifiers

A qualifier is a word that qualifies the meaning of another, such as an adjective or adverb, and are important in establishing the tone of the delegate's speech which reflects how they are attempting to assert power. Both male and female delegates use some field specific language, such as "logistical", "humanitarian", "preventative", "detrimental economic impact" and "unsustainable". This could be a mutual aim to seem more knowledgeable and intellectual in an attempt to achieve influential power (Fairclough) by gaining the respect and admiration of their fellow delegates. The male delegates tend to use stronger qualifiers such as "absolutely" "entirely" and "severely". Dale Spender (1980) suggests that the use of qualifiers in men shows authority which would support the idea that the male delegates' stronger qualifiers and adjectives create a more powerful and therefore authoritative image. The emotive language they use, including "ultimately", "tragically" and "whole-heartedly", could be to enhance their covert prestige (Giles) by appearing confident, and perhaps even as if they are performing to an audience.

Female delegates tend to use softer and more hesitant qualifiers such as "a little bit", "perhaps" and "not as important", and use them more frequently overall. Spender suggests that qualifiers in female language show uncertainty, and these examples of weaker and more tentative qualifiers seem to support this idea. They use language in a way that means they do not commit to a definite opinion, which Lakoff asserts is a common feature of female language. The female delegates opt for proposals over orders (Tannen) to assert their power through mutual consideration rather than authority.
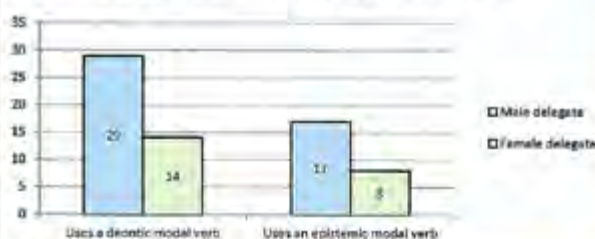
Politeness

Politeness features can be used by delegates to make their speech more covertly persuasive and endearing, so that they can assert power through mutual respect rather than through authority. The main two aspects of politeness used by delegates were modal verbs and hedges.

Modal verbs

Modal verbs include deontic modal verbs, such as "will" or "should" which express certainty, and epistemic modal verbs, such as "would" or "might", which express possibility and a lack of certainty. Francesca Pridham (2001) explored how modal verbs can be used as a politeness factor by making requests more indirect and impersonal, and Robin Lakoff suggested that women are more likely to use politeness features such as these. Both male and female delegates use more deontic modal verbs than epistemic and use proportionally the same number of each. Neither gender uses one kind of modal verb more than the other gender and this goes against Lakoff's assumption about female language, that females use more politeness features. Both genders have to meet a certain level of politeness, like when they use epistemic modal constructions such as "would the delegate not agree?" This is a more indirect, polite way to question another delegate which helps them to maintain positive relations and thus also their ability to persuade other delegates to agree with their point of view or idea.

Graph to show the use of modal verbs

Uses a deontic modal verb: Male delegate 29, Female delegate 14
Uses an epistemic modal verb: Male delegate 11, Female delegate 8

Hedges

Hedges, including "a bit", "a little" and "perhaps" are used largely by female delegates, and function as another politeness feature. One female delegate uses the hedging phrase "perhaps" six times in one speech, which adheres to Lakoff's assertion that women use hedges more than men as they generally use more politeness features. Hedges make the female delegates' speech sound more tentative, more hesitant and less likely to cause offence to another delegate. This also supports Tannen's theory about the differences between male and female language, as the female delegates seem to prefer these more tentative proposals to orders. They might do this with the hope that they will seem more approachable and likeable which will in turn aid their ability to assert power through mutual respect and reasonable proposals.

Humour

The main types of humour used by delegates were intellectual humour, sarcasm, and witty retorts. It was used as a way of undermining other delegates by revealing their limited knowledge of a subject or mocking an idea or proposal put forward by them, consequently undermining their power. Humour was used almost exclusively by male delegates, except one occasion when a female delegate made a humorous remark. The male delegates seem to use humour to develop their sense of covert prestige (Giles) by appearing funny, relaxed and ultimately more likeable. This sense of prestige, in a similar way to politeness, enables the delegates to develop a sense of respect which helps them to assert power as they will be better able to persuade other delegates to agree with them. Humour functions as a way of asserting influential power (Fairclough) as they are using the power of persuasion over delegates, rather than asserting power through established authority.

Conclusions

- There are more differences in how males and females use language to assert power than there are similarities
- Males tend to dominate the debate, use more humour to win support, and be more forward in their assertions
- Females tend to speak less and be more hesitant in their language
- This in itself is a way of gaining power and support
- The female delegates' assertion of power is less overt than the male delegates'
- It is founded on positive relationships with their committee rather than trying to achieve superiority over their fellow delegates

Evaluation

This investigation was successful as it produced a series of patterns relating to male and female language, which relate to and support theories about gendered language and how people use it to assert power. To further the investigation, another study could look at the ways adults rather than teenagers use language to assert power in a conference setting, as this could prove to be an interesting comparison by showing how language usage changes with age.

Sources

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Exemplar 1

AO1 – This is a very impressive Investigation that fully adopts the conventions of report writing and academic register. The analysis is detailed and incisive and the Investigation is systematic throughout. The candidate consistently links sophisticated language analysis to contexts and theories and the focus points for the analysis has been selected with discernment. There is excellent use of visual aids to record key data. Level 5 – 10 marks

AO2 – The candidate seamlessly weaves concepts surrounding gender, power and politeness theories throughout the Investigation. Theory is used both as the basis from which to determine the language features to explore and as a means of interpretation. The theories are consistently critically engaged with in a highly discerning and sophisticated manner. Level 5 - 10 marks

AO3 – The candidate has demonstrated a keen awareness as to how the contexts of the debate format shapes the language use of males and females and how this may also influence the extent to which the focus theories are refuted or supported within this specific context. There is also excellent clarification of subject specific terminology and contexts to ensure accessibility for the readership and this demonstrates an awareness of the academic contexts of this type of Investigation. Level 5 - 10 marks

AO5 – The poster addresses all of the key areas of the Investigation in a highly coherent manner. The key findings are recorded in detail and the candidate has fully engaged with the new format and audience. There is an excellent level of synthesis within the poster through both written and visual mediums. Level 5 - 10 marks

Overall mark: 40

</div>

Exemplar 2

An investigation into the language patterns used by operators and callers during emergency calls.

The candidate has used several transcripts of emergency calls which have been published on the internet as part of news reports and other sources.

I

English Coursework
An investigation into the language patterns used by operators and callers during emergency calls

1. Introduction

The aim of this investigation was to explore the language used by operators and callers during high anxiety situations, and to see whether there were any reoccurring linguistic patterns throughout the transcripts collected. It was hypothesised that the callers were inexperienced in dealing with such perilous situations and so their language patterns were expected to change accordingly. Contrastingly, operators were hypothesised to be more experienced in dealing with people in such conditions and so it was expected that they might modify their language to try and keep the situation calm. This investigation adds to our existing knowledge of pragmatic theories such as cooperative principles (Austin 1962) and communication accommodation theory (Giles 1973) and explores language use in a considerably under researched context.

2. Methodology

2.1 Literature review

The investigation consisted of a corpus analysis. The topic of the research fits into the wider context of language and the individual, with specific focus on language and power. The study referred to theories such as James Gee's Identity theory (2000) [1] who states that there are four major identities: nature-identity which is developed through biological differences, institutional-identity which is an individual's position within an authority, discourse-identity which is developed through dialogue, and affinity-identity which is developed from being part of an affinity group. [2] This theory assisted the researcher's understanding in how power is shown throughout the transcripts. The extent to which the callers' and operators' linguistic features were due to their N, I and D identity was considered. The degree to which the operators' and callers' A identity might impact their linguistic choices was out of the scope of this research.

Considering the professional context (the requirement of I identity) the study explored the degree to which Howard Giles' Communication Accommodation Theory (1973) might be

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present in the collected data. This theory explains the principles of convergence and divergence, and states that individuals will try and adapt their language to be more similar with whom they are speaking, to improve communication. [3] Conversely, an individual may use divergence to sound different to their audience to assert dominance over them. [4] When analysing the lexical choices of the operators and callers it was the researcher's aim to see whether convergence was used to improve the communication. Paul Grice and his Cooperative maxims (1975) [5] could also be utilised to explore how callers achieve effective communication within conversations. The maxims are: of quantity, when an individual should give enough input, of relevance, individuals should be relevant, of manner, where an individual should be clear to avoid ambiguity, and of quality, where an individual should say what they believe to be truthful. [6] The cooperative principle was relevant to this language investigation as the four maxims needed to be used to accomplish effective communication. When they are flouted, it will be beneficial to understand how this effects communication between the callers and the operators. 109

Within one's I and D identity language and power was also considered. Norman Fairclough (2001) [7] studies the different powers used within a text. Power in discourse is how language features are used to display power within a conversation, conversely, power behind discourse looks at how social hierarchy and power relationships change the way the text has been structured. He researched instrumental power, which is those who already have power to their role within society [8]. Fairclough's theory also explores the notion of holding symmetrical or asymmetrical power (Fairclough 2001) within a conversation. The analytical tool that this project utilised was the framework of Critical Discourse Analysis (Fairclough 2001). Due to the professional context of the conversations, in order to determine who was the more powerful participant the study took into consideration to what extent the callers and operators followed procedural rules of professional conversations (Sacks and Shegloff 1973). What is meant by Sacks' research is the scripted nature of certain conversations. In spoken discourse, participants could be expected to either reply with predictable or non-predictable responses. A comparison was drawn between Sacks' study and the structure of phone conversations established by Schegloff (1968). Wareing's (1999) personal power theory is echoed in Fairclough's instrumental power theory as it also looks at who holds power due to their role within society [9]. The above theories will aid to recognise which participant holds the power within the transcripts and to what reason they exert it over one another.

3

Determining who holds power in each conversation the study also referred to the Politeness
Theory by Penelope Brown and Stephen Levinson (1987). This states that politeness is the
speakers' intention to ease face threats. [10] Face-threatening acts are acts which threaten the
negative face (the want to do what we want to do) or positive face (the desire to be liked and
wanted) of another person. [11]

Brown and Levinson suggest that there are four main types of politeness approaches: bald on-
record, which does nothing to reduce the face threatening act. Negative politeness,
apologising before asking and positive politeness, which is paying compliments, both of
which try to reduce the face threatening act and off-record, which is being indirect as to not
threaten the face of the hearer. This study was beneficial to the researcher as when a
politeness approach was identified, it could be worked back on with use of the politeness
summary chart to discover the situation of why it was used.

Utilising the above explored linguistic theories allowed the researcher to construct the
analytical framework of this study.

2.2 Research questions

This investigation aimed to answer the following research questions.

1. To what extent do the callers and operators use any specific syntactic patterns when
   communicating with one another?
2. To what extent were the callers' and operators' lexis similar or dissimilar?
3. How was power observed through the language used within the transcripts?

2.3 Hypotheses

Based on Sacks and Shegloff, it was hypothesised that the operators will have certain syntax
outlines that they use as a standard language feature and that callers and operator's lexis
patterns and features will be different because of the situation they were experiencing. Also,
following the work of Fairclough and Wareing, the operators will show various factors of
power throughout the transcripts due to discourse identity and institution-identity. This will
be evident in their discourse identity (Gee 2000).

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3. Data collection

The data collection started by transcribing 4 emergency audio calls from YouTube [12]. One transcript was collected from The Guardian [13]. The transcripts included notes on interruptions, pauses, and overlaps. The data was comparable as all the callers were experiencing high anxiety situations and were calling official emergency centres for help and advice.

4. Data analysis

4.1

1. To what extent do the callers and operators use any specific syntactic patterns when communicating with one another?

Within the first research question, syntax was investigated by the texts being analysed by totalling the number of each sentence structure used (interrogative, imperative, exclamatory, declarative). This information was drawn up into a bar chart to compare how many times the callers and operators used them. Grice's Maxims (1975) were also analysed within the first research question – the amount of times each maxim was flouted was recorded and was

Amount of each type of sentence structure each participant uses
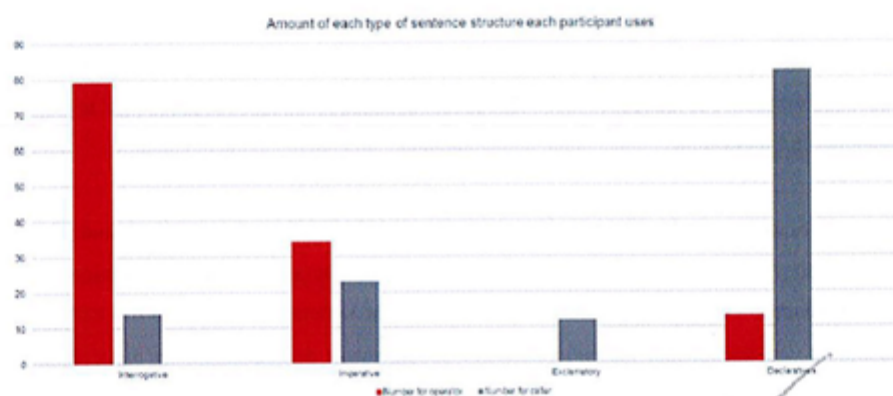
displayed in a table format.

5

Sentence type	Number for operator	Number for caller
Interrogative	79	14
Imperative	34	23
Exclamatory	0	12
Declaratives	13	82

Firstly, the sentence types of the participants were analysed. From looking at the data displayed it was clear to see the difference in amount of each sentence type used by the callers and operators throughout the transcripts. The sentence type that stands out the most was the use of interrogatives; operators used many more interrogative sentence structures – possibly since they needed to understand what was happening and what the situation was to see if the scenario calls for a deploy of an emergency vehicle. Regarding Shegloff and Sacks (1973), the use of imperatives by the operators would be a very typical language pattern within the conversation for the operators.

It was hypothesised that the operators would use more imperative sentence structures, as they needed to tell the callers what to do, as they were experienced in dealing with the situation and callers were not. However, it was observed that the callers still used a similar number of imperatives. The callers would use phrases such as 'send help' or 'hurry up' to convey frustration and anxiety.

The operators used no exclamatory sentence structures, possibly to give a calm undertone to the conversation. The callers on the other hand, used more of this sentence type to express emotion and frustration.

The callers used many more declaratives as they needed to explain the situations and in order to do so they needed to state what was happening to the operator with phrases such as; 'he's not breathing'. This sentence structure had the largest variance in usage by the callers and operators, suggesting that the callers needed to use many declaratives to achieve affective communication between the two.

Simple, compound and complex sentence structures were initially going to be analysed as well as the other four sentence structures but it was decided against as they are used more to

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analyse written language and even though the transcripts had been written out they are spoken language features and so those sentence types were disregarded.

Maxim (Grice 1975)	How many times its flouted for operators	How many times it's flouted for callers
Quality	0	3
Quantity	1	9
Relevance	2	5
Manner	4	13

Secondly, it was recorded how many times either the operator or caller flouted any of the four maxims. From looking at the data displayed above it was clear to see that the callers break maxims much more often than the operators, this could be because the operators needed to maintain effective communication to understand what was happening. The breaking of the maxims by the callers could be due to the stressful situation.

Considering this, the maxim that was broken the most was manner -which is to be clear. Within the situations they needed to get information across to the operators quickly and in doing so they began to miss out words, or use structures which were not very comprehensible. Similarly, the maxim of manner was also broken the most by the operators. This could be because some of the jargon used was not understood by the callers and so they have difficulty understanding what was being said/asked. – some example would have been useful

The second most broken maxim for the callers was quantity, as they were stressed they tended to use more compound and complex sentences and added more information than what was needed when the operators asked questions. However, sentence boundaries were subject to the interpretation of the transcriber and therefore a strong point of analysis cannot be formed. The operators second most broken maxim was relevance as when they responded to the callers breaking the maxim of quantity, they flouted relevance as they try to calm the callers down.

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The third most flouted maxim by the callers was relevance, they explained the situation in detail and when doing so sometimes gave information that is not needed such as; 'I was in the kitchen washing the dishes and my purse was on the table'. Which, in the context of the conversation was unnecessary.

The maxim that was flouted the least was quality; this was the same for the callers and operators. Both participants were telling the truth and this maxim was only broken in times of uncertainty for the caller as they did not know what was happening.

This could suggest that even being in a high stress situation does not have much effect on the maxim of quality but a large impact on the maxim of manner, as quality was the least flouted for both participants and manner was flouted the most.

4.2

2. To what extent were the callers' and operators' lexis similar or dissimilar?

The second research question examined lexis, the transcripts were separated into two word documents containing either all the operator's or caller's dialect. Each word document was analysed by 'Antcon', which produced information on how many times each lexeme was used (from a frequency of 5 or greater). This information was then displayed into pie charts, comparing the similarities and differences of how many times the callers and operators use certain lexemes. Howard Giles' Communication Accommodation theory (1973) and Penelope Brown and Stephen Levinson's politeness theory (1987) were also considered.

The lexeme most frequently used by the callers was the third person singular personal pronoun 'He' which was used 53 times. This lexeme was also similar in the language of the operators but only used 35 times. Surprisingly, the lexeme 'she' was not used 5 times or more by either the operators or callers. Suggesting, from this data that more 999/911 calls relate to incidents involving males.

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The operators' most used lexeme was the second person singular personal pronoun 'You', which was used 46 times. This was also used by the callers 20 times. This shows that the operators were directly addressing their caller to try and get them to listen and to focus them onto what they needed to be doing. 'Your' was also used 16 times which would back up the point that direct address was used.
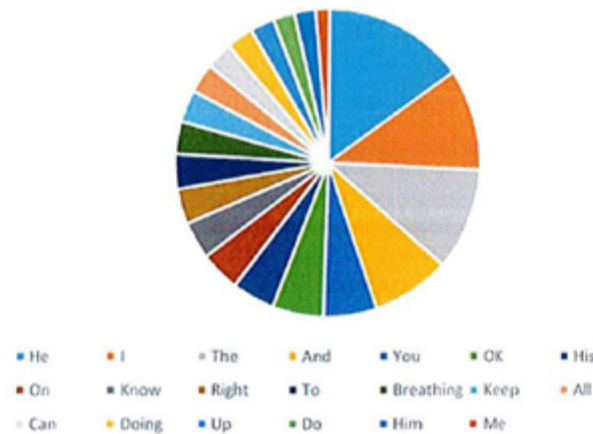
Operators
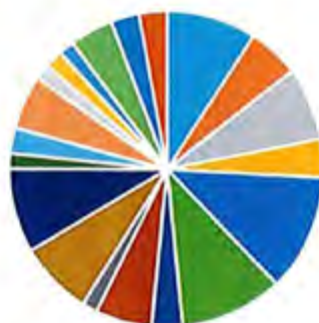
▪ He	▪ I	▪ The	▪ And	▪ You	▪ OK	▪ His
▪ On	▪ Know	▪ Right	▪ To	▪ Breathing	▪ Keep	▪ All
▪ Can	▪ Doing	▪ Up	▪ Do	▪ Him	▪ Me	

9

Callers

Legend: He · I · The · And · You · OK · His · On · Know · Right · To · Breathing · Keep · All · Can · Doing · Up · Do · Him · Me

The callers and operators used 20 similar lexemes which were found throughout each of the dialects. This would also suggest that there was convergence within the language of both participants as these words consist of imperative verbs such as 'Keep' and 'Do', pronouns; 'I' 'You' 'Me' 'He' 'Him' 'All' and 'His', exclamations; 'OK' and 'Right', Prepositions; 'To', 'On' and 'Up', Conjunctions; 'And', Nouns; 'Doing' and 'Breathing', Verbs; 'Can' and 'Know'. Nouns and verbs are content words; words that convey meaning rather than a grammatical function and so are needed to produce a sentence that sounds logical and so it was not startling that they were shared.

The words only used by the operators consist of jargon and verbs used in imperative structures, which would be because of their role within the conversation and the need to communicate instructions. The use of jargon could be divergence as the callers might not understand them.

The imperative verbs (content words) consist of; 'Listen', 'Now' and 'Pump'. These are commanding verbs and were used by the operators to communicate orders. 'Breastbone', 'Compressions' and 'Conscious' are examples of the jargon used. These lexemes could help

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the operators to gain power within the conversations. (See discussion about power in the next question 4.1)

Politeness features such as 'Please' was used 9 times and 'Hurry' was used 5. These are words that were only used by the callers, due to the situation they were in as they wanted help to arrive quickly and so their word choices reflect this. The other lexemes only used by the callers don't show any patterns and so they will not be analysed.

When the callers used the word 'Please' they were using positive politeness. When looking at the Politeness strategies summary chart (below) it states that the situation of use is when the speaker's needs, wants and interests need to be attended. The caller (speakers) needs an ambulance and so using positive politeness reduces threatening the negative face of the operator. However, the callers also use Bald on record when using the word 'Hurry'. Once again, when looking at the Politeness summary chart (below), the situation of use is when the speaker (caller) is in desperation or urgency and when carrying out the face threatening act is at interest of the speaker. The caller's main priority was to get an ambulance as quickly as possible and so they had little desire to maintain the operators face.

Politeness strategies summary chart

Politeness strategy	Bald on record	Positive politeness	Negative politeness	Off-record (indirect)
Explanation	Does nothing to reduce the threat to the hearer's face and is therefore used in close relationships or when information needs to be shared quickly.	Is used as a way to make the hearer feel a sense of closeness and belonging.	Is used as a way to interact with the hearer in a non-imposing way.	Is used to completely remove the speaker from any potential to impose on the hearer and only alludes to the speaker's idea or specific request.
Situation of use	• Urgency or desperation • When efficiency is necessary • Task-oriented • Little or no desire to maintain someone's face • Doing the face-threatening act is in the interest of the hearer • Situations where the threat is minimized implicitly • Welcomes • Offers	• Attend to the hearer's interests, needs, wants • Use solidarity in-group identity markers • Be optimistic • Include both speaker (S) and hearer (H) in activity • Offer or promise • Exaggerate interest in H and his interests • Avoid Disagreement • Joke	• Be indirect • Use hedges or questions • Be pessimistic • Minimize the imposition • Use obviating structures, like nominalizations, passives, or statements of general rules • Apologetic • Use plural pronouns	• Relies on implication

[14]

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4.3

3. How was power observed through the language used within the transcripts?

Power features were analysed by the questions below, considering features of the dominant and submissive participant. Each of the 4 transcripts was analysed separately, and the results displayed. Fairclough (2001) and Wareing's (1999) power theories and James Gee's Identity theory (2000) were analysed within this topic. The results were displayed in tables.

The **Dominant participant**...	The **submissive participant**...
4. Initiated the conversation. 5. Set the agenda. 6. Controlled the topics. 7. Reinforced the required behaviours through positive feedback. 8. Interrupted. 9. Overlapped. 10. Led the talk. 11. Talked the most. 12. Used directives. 13. Asked questions. 14. Used deontic modality.	15. Responded rather than initiated. 16. Said very much less, even were largely silent. 17. Followed the set agenda of the conversation. 18. Used respectful, form of address, avoided familiarity. 19. Avoided assertiveness by not interrupting. 20. Used fillers, vague language and other non-fluency features to show uncertainty.

[15]

Transcript 1:

	Dominant features	**Submissive features**

12

Caller	3	3
Operator	6	1

Power theory	Caller	Operator
Fairclough	Power within discourse - Interruptions	Power behind discourse – Job role Power within discourse – Interruptions and directives
Wareing	/	Personal power – Job role
James Gee	Discourse Identity - Interruptions	Institution Identity – Job role, Discourse Identity – Interruptions/overlaps

Caller speaks more – Asymmetrical power.

Transcript 2:

	Dominant features	Submissive features
Caller	1	4
Operator	5	1

Power theory	Caller	Operator
Fairclough	/	Power behind discourse – Job role Power within discourse - directives
Wareing	/	Personal power – Job role
James Gee	/	Institution Identity – Job role Discourse identity - directives

13

Operator speaks more – Asymmetrical power.

Transcript 3: (Caller was a child)

	Dominant features	Submissive features
Caller	2	5
Operator	8	0

Power theory	Caller	Operator
Fairclough	Power within discourse - directives	Power behind discourse – Job role Power within discourse – Interruptions, directives
Wareing	/	Personal power – Job role, older than caller Social group – Adult
James Gee	Nature identity - Child	Institution Identity – Job role Nature identity - Adult

Caller and operator speak equal amounts – Symmetrical power.

Transcript 4:

	Dominant features	Submissive features
Caller	2	5
Operator	6	1

Power theory	Caller	Operator
Fairclough	Power within discourse - Interruptions	Power behind discourse – Job role
Wareing	/	Personal power – Job role

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James Gee	Discourse identity - Overlaps	Institution Identity – Job role Discourse identity - Interruptions

Operator speaks more – Asymmetrical power.

When considering this research question it was clear that the operator had the power within the conversations, displayed by the number of dominant features used by them, such as controlling the topics, leading the talk, interrupting and using directives. Most of the transcripts showed asymmetrical power as the operator spoke much more than the caller. However, symmetrical power was found in transcript 3. The operator is more powerful in the conversations due to Sack's procedural rules I and D identity.

The caller mainly used submissive features such as following the set agenda of the conversation, avoiding assertiveness by not interrupting and using fillers and vague language. They used very little dominant features – suggesting that within the discourse they had very little power. The operators only had one account of using submissive features in transcripts 1,2 and 4. However, transcript 3 had no account of the operator using any submissive features in the conversation - when bearing in mind the context of this call it was found that the caller was a young girl (age 6). This could have caused the operator to use no submissive features as the girl would have needed someone to take control of the situation and tell her exactly what she had to do.

In all the transcripts, the operators had Wareing's Personal power (1999) as their job role gave them power and knowledge in dealing with these circumstances. This also gave them Fairclough's Power behind discourse (2001) and James Gee's Institution identity (2000).

According to Fairclough (2001) both participants have power within discourse as they use interruptions, overlaps and directives. However, the caller in transcript two doesn't possess this power as they don't use any of these features. When considering the context of these calls the callers might not be trying to display power within discourse (Fairclough 2001) but use these features because of distress, frustration or wretchedness. These features within the discourse also gave James Gee's Discourse identity (2000).

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Transcript 3 has another level of power as the caller was a six-year-old girl. With reference to Wareing (1999) the operator has social group power of being an adult as they are in a different social group to the child. James Gee (2000) would also say due to their age this gives them different nature identities.

Overall, the operators had the power within all the conversations (Power in discourse – Fairclough 2000). It was observed that the callers did display some form of power at various points such as when they use directives or interrupt but when considering the context of the calls this could be due to the situation they were in and not the fact that they *want* to display power over the operator.

5. Conclusions

This investigation analysed the language patterns used by operators and callers during emergency calls, in able to answer this question more effectively, three research questions were created. Each question considered a different section of language and relevant theories were used to help analyse the data.

The hypothesis stated that the operators will have certain syntax outlines and that callers and operator's lexis patterns and features will be dissimilar, as the hypotheses specified that operators would use more jargon and imperative verbs and callers would use more politeness features. Also, the operators will show various factors of power. From looking at the data analysis, it can be concluded that the hypotheses were correct. It was found that operators used more interrogative sentence structures and that 20 similar lexemes were used, yet, there were many words that were not shared between the participants. Lastly, it was found that the operators displayed more power features throughout the transcripts and were, on all occasions, the dominant participant.

If this investigation was to be carried out again, more transcripts would be gathered, as the data and conclusions drawn lack population validity as the sample size was not representative

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of a larger population. Also, some of the calls were collected from the United Kingdom and others from America – this could question the data's generalisability as two cultures have been looked at together instead of separately.

Differences were found in transcript 3, where the caller was a six-year-old child, compared to the others. If this investigation was to be carried out again, different age categories of the callers could be considered, as language will vary dependent on age (Piaget 2001) [16].

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AO1 : 10
AO2 : 9
AO3 : 9

An investigation into the language patterns used by operators and callers during emergency calls

ORIGINALITY REPORT

%5	%4	%2	%4
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1   **Submitted to University of Arizona**
Student Paper   %1

2   **en.wikipedia.org**
Internet Source   %1

3   **Submitted to St.Brendan's Sixth Form College**
Student Paper   %1

4   **ermeweb.free.fr**
Internet Source   %1

5   **Submitted to The College of Ripon and York St. John**
Student Paper   <%1

6   **Submitted to Infile**
Student Paper   <%1

7   **www.glottopedia.org**
Internet Source   <%1

8   **Submitted to Coventry University**
Student Paper   <%1

9   **ineverydirection.net**
Internet Source

10 Heineke, A. J., and Q. Cameron. "Closing the Classroom Door and the Achievement Gap: Teach for America Alumni Teachers' Appropriation of Arizona Language Policy", Education and Urban Society, 2011.
Publication

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11 www.nytud.hu
Internet Source

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BIBLIOGRAPHY

An investigation into the language patterns used by operators and callers during emergency calls

Natalie Harrison | Zsofia Stevens | Loughborough College

Introduction

The purpose of this investigation was to determine whether similarities or discrepancies were observable in the speech patterns of either participant in emergency calls.

Influences and Hypothesis

It was hypothesised that:

- The operators will hold the power within and throughout the transcripts.
- There will be differences in the lexemes used by either participant
- The operators will use certain syntactic features.

The influence for this language investigation was that research into the language of emergency calls is a under studied field and to add knowledge to the existing pragmatic theories

Literature Review

Throughout the investigation six different theorists were taken into account:

- James Gee's Identity Theory (2000) which looks at the four identities of an individual. [1]
- Howard Giles' Communication Accommodation theory (1973) which explains convergence and divergence within language. [3]
- Paul Grice's Cooperative principle (1975) looks at the four maxims that help to achieve affective communication. [5]
- Norman Fairclough's (2001) and Wareing's (1999) Power Theories describe how power can be gained in a conversation through social background or within discourse. [8]
- Penelope Brown and Stephen Levinson's Politeness Theory (1987) which looks at a individuals politeness approach. [10]

Image of Ambulance

Findings

> Do the callers and operators use any specific syntax patterns when communicating with one another?

- Operators used many more interrogative sentence structures and callers used many more declaratives.
- The use of declaratives between the operators and callers had the largest discrepancy.

These findings suggest that the callers need to use declaratives to achieve affective communication and operators need to use more interrogatives.

> To what extent are the callers and operator's lexis similar or dissimilar?

The callers used the third person singular personal pronoun 'He' 53 times. The operators' most used lexeme was the second person singular personal pronoun 'You', used 46 times.

The callers and operators used ±0 of the same lexemes which also suggests that there was a degree of convergence within the language.

> How is power observed through the language used within the transcripts?

The caller used submissive features throughout the transcripts. They hardly used dominant features — suggesting that they did not have power within the discourse.

The operators scarcely used submissive features in transcripts 1,2 and 4. However, transcript 3 had no account of the operator using any submissive features, but the context for this transcript was different as the caller was a six year old girl.

The operators had the power within all the conversations. The callers did display some form of power but when considering the context of the conversations this would not be deliberate

Image of police car

Conclusions

- The research proved that the hypotheses stated were correct. It was found that operators used more jargon than the callers and that the operators used more interrogative sentence structures. There were many lexemes were not shared between the participants.
- The operators displayed more power features and were, the dominant participants within the conversations.

Evaluation

- If this research was to be repeated, more transcripts should be obtained, in order to address population validity as the sample size was not representative of a larger population.
- Also, the transcripts should be from the same culture, some of the calls were collected from the United Kingdom and others from America. The two cultures should be looked at separately and conclusions should be drawn up for each culture, instead of considering them both together.
- Transcript 3 had a caller who was a six year old child. Differences were found within this transcript compared to the others and so age categories of the callers could be considered, as language use will change with age (Piaget 2001). [16]

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Exemplar 2

AO1 - A unique choice of topic and a well-considered Investigation. The report fully adopts the conventions of report writing and adopts a sophisticated register throughout. A systematic approach to data analysis has been adopted and interpretation of data is closely linked to the premise set out early within the opening sections of the report. There is detailed and critical discussion which is linked from the outset to the specific contexts that shape the language use and to relevant theories. Level 5 - 10 marks

AO2 – There is a thorough and focused engagement with a range of theories. The Literature Review section (which serves as an early stage of the methodology) draws out a range of appropriate communication theories. The candidate clearly has an excellent grasp of the concepts and issues underpinning these theories. There are a couple of aspects which do suggest the lower level mark in level five. The first issue is the fact that the premise of exploring which party has most power within the communications is rather reductive, suggesting a minor mishandling, perhaps over-reliance, on the theory when considering the nature of the purpose of the communication. The second issue is that this is a lengthy report and perhaps greater concision and/or selectivity may have been applied within the Literature Review Section in particular. Level 5 - 9 marks

AO3 – There is certainly a very clear and consistently insightful engagement with the contexts that underpin the language uses within the data sources and the candidate makes strong use of these contexts when setting out the hypothesis and focuses for the Investigation, in addition to shaping analysis and conclusions. Perhaps a more subtle and nuanced discussion of specific contexts for each of the data sources might have aided the analysis – in that while the candidate had considered the stressful nature of the communication – more might have been made of the protocols of emergency services teams for example. Level 5 - 9 marks

AO5 –The candidate has produced a well-organised poster which addresses all of the key sections and synthesises many of the key details of the investigation. There has certainly been care taken to ensure that it meets the need of the new audience and the register is generally appropriate. Visual tools are used to aid in the communication of information in addition to aesthetic appeal. The word count is fairly low – and perhaps more might have been done to develop sections that might have benefitted from greater detail/explanation. More may also have been made of the graphs to cross-reference them within the findings section. Level 4 - 8 marks

Overall mark: 36

Exemplar 3

How does the oratory style of Donald Trump compare to that of Adolf Hitler?

The candidate has used transcripts of a well known speeches from both Donald Trump and Adolf Hitler.

1

INTRODUCTION:

Over the course of Donald Trump's 2016 campaign to become the President of the United States, he was often compared to Adolf Hitler due to his extremely conservative and 'controversial' ideas. These comparisons have been drawn mostly from his views on religious groups and misogynistic attitudes. However, I wanted to investigate whether further comparisons can be drawn, as despite these bigoted ideals, Trump won the 2016 Presidential Election. I would like to explore both Trump's and Hitler's oratory styles, focussing on their use of rhetoric and the technique Fairclough termed 'synthetic personalisation'. As they share some beliefs and values, it would be interesting if the tools they used to win support are similar, or if they play on different ideas and linguistic techniques to generate support from the public. I am investigating to what extent their language is similar in generating support from the citizens of their country.

aim of the investigation.

METHODOLOGY:

Collecting data on Donald Trump's oratory style was not difficult as videos and transcripts of his speeches are widely available. I chose his victory speech as I knew it would be the most widely viewed of all his speeches as he would be addressing the US as the new President-Elect, and not just his own followers. I posited that this would cause his speech style to be more persuasive, and as it would be his first address as President-Elect, perhaps the most rehearsed and structured. Due to there being very few accessible speeches of Hitler's, most were a full public address as the Fuhrer, and as Trump has only just begun his time as President-Elect/President, there were few addresses to choose from. I used a video of Trump's victory speech and transcribed it.

However, collecting a sample of Adolf Hitler's oratory style was far harder as they were all in German. I found a translation of his 30th January 1940 speech and a video recording, and matched the prosody of his speeches with the translation. Unfortunately, I am reliant upon the translation, and as I do not speak German I cannot guarantee that the translation is accurate, nor can I confirm that my transcription is entirely accurate. I was also limited by the amount of video recording of the 1940 speech, as while transcripts of the speech exist, there were only 30 second clips available to me.

2

In my investigation, I have compared and contrasted Trump's and Hitler's use of emotive language, their presentation of themselves, lexis, modal auxiliary verbs, and pronouns, as these were areas that featured heavily in both speeches.

methods applied

ANALYSIS:

Emotive Language:

Hitler uses emotive language to rally the people behind him in a time of war. When describing Germany, he uses emotive adjectives, such as '*disintegrated*' and '*torn*', 'a Germany *disintegrated and torn*', with prosodic stress, to evoke fear and a sense of immediate danger concerning the supposed wishes of their enemies during the Second World War, encouraging the public to imagine their homeland ruined. Hitler's use of the emotive verb 'cheated', 'these humans have a right to live…for three hundred years (.) they have been cheated out of it', creates a sense of scandal, injustice, visceral emotions to rile the listeners, and encourage a sense of entitlement. Hitler uses the antithesis of powerless and powerful within his declarative clauses, 'when they are divided (.) they are defenceless and impotent (.) and when such numbers unite (.) they have power', combined with the emotive adjectives 'defenceless' and 'impotent' to convey a sense of Germany being downtrodden and powerless if they do not come together as a nation, which produces great contrast and highlights the absolute importance of uniting as a country.'Germany of 1648' is a reference to the Thirty Years War, as at the end of the war, Germany was completely ruined financially, industrially, socially; the epitome of ruin. He uses this hyperbolic idea of utter ruin to evoke despair, fear in the audience, as the speech was given in 1940, at the beginning of the Second World War, a time of deep uncertainty. This encourages the audience to face the prospect of utter ruin and threatens them with it. Hitler's oratory style heavily features emotive language and uses the time of fear and despair, the threat of powerless and ruin, to rally the people behind him, to unite, to win the war.

AO1

AO2 + 3

AO3 - bit of context

AO1

AO2

AO2

AO1

AO1

AO2 + 3

AO1

AO1 + 2

good understanding. AO2 + 3

AO3

good knowledge and understanding of issues.

AO3

Trump also uses emotive language, however not so much of it connotes negative emotions. There is some however, as at the time of Trump's election, the country was heavily divided and so Trump uses the metaphor 'wounds of division' to suggest that the disagreement is damaging and painful to the country and its people, and that he is the man to 'bind the wounds'. Trump frequently

AO3

AO1

AO2

good understanding (AO2)

3

suggests that the country is in ruins, 'we will begin the urgent task of rebuilding our nation'. The adjectival pre-modifier 'urgent' connotes immediate danger, as if the US is falling apart, and that *good/assured understanding* Trump is desperately needed for America to get on and metaphorically 'rebuild' itself. Most of the emotive language is used to/a positive future under Trump if America unite, 'come together as one', 'we can work together and unify our great country', 'millions of hardworking men and women who 'love their country and want a better brighter future for themselves and their families'. This emotive language suggests that if America unites under Trump, and works hard — something which *AO3 — contextual factor inherent in the text associated with the construction of meaning.* America has claimed within their narrative to be an essential American trait that will lead to the fulfilment of the American Dream — their future will be one befitting of their 'great' country, a *AO3+5 good understanding* positive future not only for themselves, but (emotively) for their families too, this positive future is highlighted in part, by the adjectival pre-modifier in '<u>great</u> country' and the comparative adjectival *AO1 consistently accurate terminology* pre-modifiers in '<u>better brighter</u> future'.

AO1 :2 detailed

AO1 2

AO3, detailed + perceptive

Presentation of Themselves:

Both Trump and Hitler position themselves as subordinates to the public. Hitler uses hypophora, *AO1* 'for who am I (.) I am nothing other than your speaker', and takes away his own identity, positioning himself as a vessel for the people. The declarative 'I am nothing' *AO1* shows Hitler presenting himself as devoid of all identity, and the use of the possessive determiner *AO1* 'your' gives his remaining identity and the power over to the people listening, revealing synthetic personalisation, as Fairclough termed it, as it is as if he speaks for each and every German citizen. The noun 'speaker' *AO1* *AO2 theory/ concept.* creates the impression that the only thing he can and will do is voice others' thoughts, which *AO2 good understanding* removes Hitler as the source of the agenda and creates the sense that this is the people's agenda. It could be argued that Hitler wanted to create the idea that this fighting spirit was what Germany wanted as a whole to unite the nation in a time of war, as this speech was given on 30th January 1940, the beginning of the Second World War. Alternatively, it could also be argued that removing *AO3 — alternative interpretations. Possibly levels!* his own identity was a strategy to create the appearance that the divide in the nation over his policies was not there.

AO2

AO2

AO3

AO3 Considers alternative factors.

Trump's presentation of himself is somewhat similar to Hitler's, however, he does not dissolve his own identity as Hitler does. Trump humbles himself, 'I'm reaching out for your guidance and your help,' which is shown through the use of the present continuous verb 'reaching', and the *AO1*

4

possessive determiner 'your'. 'reaching' creates a sense of effort and intention, as if he is extending an olive branch, as it were. The use of the second person pronoun 'you' and the possessive determiner 'your' gives the impression of Trump as cooperative and humble. Trump may have wanted to create this impression because the 2016 election created a huge divide in the US as many people disagreed with Trump's conservative views and policies. Similar to Hitler, the use of the possessive determiner 'your' gives the citizens a sense of power, 'your guidance', 'your help', here referring to the citizens which did not support him, suggesting that it is their actions which are important in unifying the country and that he is humbling himself in order to encourage their support.

Lexis:

Hitler uses high order, polysyllabic, latinate lexis, such as 'capitulate' and 'disintegrated', while Trump uses more conversational, casual lexis, such as 'fix', 'rebuild'. Using polysyllabic, latinate lexis often gives a sense of authority to a speech, and gives the impression that the speaker is learned and has a level of expertise in the subject of the speech. Hitler may have used this to appear as a strong and in control leader. This is also a feature of traditional rhetoric, a traditional way to construct a persuasive argument, which again contributes to the ideas of learnedness and authority. However, verbs such as 'capitulate' are latinate in English, and not necessarily in the original German.

It is arguable that Trump prefers shorter, faster, more conversational lexis, such as 'fix' and 'work together', 'to support his 'man of the people' impression he wants to create. By using less complex language, Trump makes his speech more accessible, and perhaps, as over the past decade there has been much anger at politicians, distancing himself from the traditional idea of a politician in order to make himself a more attractive candidate. However, it is possible that because Trump is not a politician by trade, he is not well versed in rhetoric and therefore does not construct speeches using it.

Trump uses uplifting, positive, hyperbolic lexis, such as the adjectives 'tremendous' and 'incredible', repeatedly when describing the future of the United States he envisions and the people of the United States. Both 'tremendous' and 'incredible' create heavily positive ideas of the grandeur and magnificence that he believes lies within America's potential, however, they are both

5

empty adjectives and do not actually denote anything, used to excite the public over 'making   AO2 •3
America great again' and to flatter the public at the same time, 'incredible movement made up of
hardworking men and women', 'tremendous potential…tremendous potential', 'incredible people',
'tremendous talent'. Additionally, Trump repeats the phrase 'best and brightest', in varying forms,
three times, throughout his speech. The alliteration of the hard plosive 'b' sounds emphasises the   AO1
superlatives to help instil excitement and passion into Americans, concerning their future. However,   AO1+2
the phrase 'best and brightest' has been used so frequently that its effect has been somewhat dulled
and it has become almost a cliche, used within political propaganda and media propaganda alike.
Trump may use this lexis to create the sense of an idyllic future that the American public will access   AO2
now that he is in power, emphasising the sense of if the people rally together, they will have this
future. However, the volume of this hyperbolic lexis within his speech ('tremendous' is repeated
three times and 'incredible' is repeated twice) creates a sense of the surreal, as everything is *so*
positive that it is no longer realistic. This is not aided by Trump's frequent use of the future tense,
'we are going to fix our inner cities', 'we're going to rebuild our infrastructure', 'we will also
finally take care of our great veterans', 'you'll be so proud'.

    In contrast, Hitler's 1940 speech has far less positive lexis, however, shares the goal of rallying
the people together for their future though repetition of the abstract noun 'a right', 'these humans   AO1
beings have a right to a piece of the pie', 'the rights of eighty million are up for discussion', 'the
speaker for your rights'. The repetition of the abstract noun 'a right', coupled with the emotive
language- 'human beings' - and the metaphorical 'piece of the pie', invokes passion into listeners,   AO1
suggesting how Germany has been deprived of its rights, downtrodden, and that there is something   AO2 +3.
well worth fighting for - justice. There is also a lexical field of war, 'Germany's fall…our   AO1
enemies…Germany shall fall…live…win…fight for it…if necessary fall for it…must win…will
win', emphasising how much is at stake at this time of war with the aim to provoke from German   AO2 + 3
citizens, ~~and~~ a determination to win the war. The suggestion is that this is an absolutely pivotal time   AO2 +5
which will decide Germany's 'future' and 'destiny', with the 'enemies' intending to deprive
Germany of their rights, rights which are suggested to be basic and essential to them as human
beings, which are of absolute importance to fight for, reflected partly through repetition: 'live…
win…fight…win…win'. Thus the repetition, of the abstract noun 'a right', and the repetition of   AO1
verbs from a lexical field of war, such as 'fall…live…win…fight', work together to evoke passion
regarding the reason for the war and the possible consequences. This is likely due to the speech   AO2 assured understand-ing.

being delivered at the beginning of the Second World War where Hitler felt a rallying call was   Ao3

needed for people to unite and have determination to win, whereas Trump might have wanted to

convince those who voted for him that doing so was a good idea and would lead to this idyllic   Ao3

future.

QUANTITIVE DATA

Trump:

Examples of National Identity	Pronouns	Modal Auxiliary Verbs
America: 3	we/our/us: 43	will: 21
American(s): 4	I/me: 19	must: 1
Destiny: 1		can: 1
Our country/This land/Our land:11		

Hitler:

Examples of National Identity	Pronouns	Modal Auxiliary Verbs
Germany: 10	we/our: 6	shall: 1
German Volk/People: 4	I: 3	can: 1
Destiny: 1		must: 1
		will: 3

CONCLUSION:

The oratory styles of Donald Trump and Adolf Hitler are in some ways quite similar. Both Trump

and Hitler use emotive language to generate specific responses from their audiences. However,

Hitler uses the threat of ruin and ultimate destruction to unite the people behind him when facing

the Second World War, while Trump uses positive emotive language to encourage the idea that the

nation will prosper and become 'great again' under his leadership. The way Trump and Hitler

present themselves is also somewhat similar as they both deflect the focus onto the audience. Hitler

presents himself as simply a speaker for every German citizen and is not in fact pushing his own

agenda. In a similar way, Trump presents himself as one of the people, as an everyman, who speaks

for the people because he knows them. Neither Trump nor Hitler directly speak about their own

plans or ideas. Both Trump and Hitler lean on the idea of national identity to unite the people and

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give the impression that all citizens of Germany or the United States are a homogenous group who share all the same ideas. Therefore, while the execution somewhat differs, the oratory styles of Hitler and Trump could be seen to be similar in regard to their use of emotive language, their presentation of themselves, and their use of pronouns.

EVALUATION:

While the investigation revealed many similarities between the oratory styles of Hitler and Trump, there are many variables which may have affected these findings. As Hitler performed his speeches in the early 20th Century in German, the investigation is limited to the available transcripts and videos in English. As I do not speak German, I had rely on the transcript to be accurate as I could not translate the speech myself. Due to these limitations, I had to compare two very different speeches, one during wartime in 1940 and one at the beginning of a Presidency in peacetime in 2016, and so any findings may be due to this disparity. To improve this investigation, it should be carried out by a bilingual English/German speaker who could create their own translation and transcript, should consider more than one speech by each orator, and have access to extended video footage of Hitler performing his speeches.

$\frac{8}{10}$ A range of appropriate methods applied systematically. Appropriate and accurate terminology. Coherent written English.

$\frac{8}{10}$ Good knowledge and understanding of issues and concepts shown. Assured knowledge shown at times. A critical angle is taken. 8 or 9 out of 10. Very good understanding shown in places.

$\frac{9}{10}$ $\frac{8}{10}$ Responds in detail to a range of contextual factors and their potential influences on the data. The Alternative contextual factors offered in places. Analyses in detail how contextual features inherent in the texts are associated with the meaning constructed.
— Increase to $\frac{9}{10}$, as alternative interpretations are offered and there is some perceptive understanding of contexts and their association with how meanings are constructed.

$\frac{24}{30}$

$\frac{25}{30}$

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HITLER VS. TRUMP
ORATORY STYLE

Image of Adolf Hitler

Image of Donald Trump

INTRODUCTION:

In the run up to the 2016 US Presidential election, Trump drummed up a lot of controversy over his conservative views. His focus on national identity and battle with the media led to comparisons to being drawn between Trump and Hitler and so I decided to investigate whether they use similar techniques to gain support from the public.

METHOD:

Using a transcription of Hitler's 30th January 1940 speech and a youtube clip, I matched the two up to make a transcription which included Hitler's prosody and performance. I chose Trump's victory speech from the 2016 US presidential election and his first speech as President-Elect. I transcribed the speech from a video recorded by the New York Times.

AREAS INVESTIGATED:

EMOTIVE LANGUAGE • PRESENTATION OF THEMSELVES • LEXIS (WORDS)

LEXIS:

HITLER
- uses polysyllabic lexis (words with multiple syllables),
  - to appear learned and intellectual.
  - gives the impression that Hitler is knowledgeable and trustworthy, and therefore a worthy leader.
- uses negative lexis,
  - shown by the lexical field of war, 'Germany's fall...our enemies...fight for it',
  - likely due to the fact that Hitler's speech was delivered at the beginning of the Second World War.

TRUMP
- uses simplistic, conversational lexis
  - gives the impression that Trump is a 'man of the people'
  - makes his speech more accessible.
- uses positive lexis, 'tremendous', 'incredible'
  - to encourage the audience to be uplifted and excited about Trump's upcoming presidency.

EMOTIVE LANGUAGE:

HITLER
uses emotive language to rally the people behind him in a time of war.

HOW?
When describing Germany, he uses emotive adjectives, such as 'disintegrated' and 'torn', 'a Germany disintegrated and torn', with prosodic (sound) stress.

WHY?
- to evoke fear and a sense of immediate danger during the Second World War
- to encourage the public to imagine their homeland ruined.

TRUMP
uses emotive language to encourage the people to unite under him in his new presidency.

HOW?
uses ideas of a 'better brighter future', as if there is much to come for America because he was elected.

WHY?
- to instill a sense of hope in the audience
- to encourage those who voted for him that they made the right decision

PRESENTATION OF THEMSELVES:

'AMERICA WILL NO LONGER SETTLE FOR ANYTHING LESS THAN THE BEST'

HITLER
- presents himself as a subordinate to the public
  - to make it appear as if it is not his ideas he is putting forward but the people's
  - to encourage the view that there is no distance between him and the people, and thereby that the people are united as well.

TRUMP
- presents himself as a 'man of the people'
  - to connect with the audience
  - to appear as if he has the everyday person's concerns and dreams at heart.

'GERMANY WILL LIVE, AND HENCE GERMANY WILL WIN'

KEY FINDINGS:

HITLER
- Uses polysyllabic lexis
- Presents himself as the voice of the people
- Uses negative emotive language
- Has a more traditional oratory style
- Of all the modal auxiliary verbs, he uses 'Will' the most
- Uses the idea of national identity often
- Uses pronoun 'we' most often.

TRUMP
- Uses conversational lexis
- Presents himself as 'man of the people'
- Uses positive, uplifting language
- Has more modern oratory style
- His most used modal auxiliary verb is 'will'
- Uses the idea of national identity often
- Uses pronoun 'we' most often

- Both use influential power to suggest that through togetherness ('we'), the positive future of their countries is a certainty ('will').

EVALUATION:

- My investigation is limited by the few records of Hitler's speech, especially in video format, and my inability to speak German. I am entirely reliant upon the translation I found on the internet and therefore cannot be certain it is accurate.

- Despite this, I have found similaries and differences in the oratory styles of Hitler and Trump.

- There is some disparency between the purposes of the speeches chosen as Hitler addressed a nation at war while Trump was announcing his victory and becoming the President-Elect. This ultimately affects the choices of the speech writers which means it is more difficult to directly compare the two.

INFLUENTIAL POWER:

'THE POWER USED TO PERSUADE OR INFLUENCE OTHERS'
(Fairclough)

RESULTS

HITLER >

Examples of National Identity	Pronouns	Modal Auxiliary Verbs
Germany: 10	we/our: 4	will: 3
German Volk/People: 4	I: 3	must: 1
Destiny: 1		can: 1
		shall: 1

TRUMP >

Examples of National Identity	Pronouns	Modal Auxiliary Verbs
America: 3	we/our/us: 43	will: 21
American(s): 4	I/me: 19	must: 1
Destiny: 1		can: 1
Our country/This land/Our land: 11		

Exemplar 3

AO1 – A very popular choice of topic, done to a good standard. A very well-structured report that utilises the conventions to a high standard. From the outset the candidate outlines the focal language features and the broad similarities between Trump and Hitler's ideologies that makes this an interesting area of discussion and worthy of linguistic investigation. The writing is clear and coherent throughout. The language features are systematically discussed and solid interpretations are made. The candidate does express which language levels they intend to explore – but this is not supported by a detailed engagement with contexts and concepts until the analysis section and so precisely why the language levels are being discussed and why concepts are relevant is not fully realised until fairly late. Opportunities may have been lost to visually represent key data points for each language area and this may have provided greater space for analysis (reducing some description-heavy areas). There are also some expression and editing issues in this piece. Level 4 – 8 marks

AO2 – There is a good level of engagement with Synthetic Personalisation and this is used to draw out comparisons between the two oratory styles. There is also a strong engagement with subject terminology and how these language features form the rhetorical arsenal of each user, demonstrating a more wide-ranging understanding of concepts and issues that are reflected in the language use. Level 4 – 8 marks

AO3 – There is a good level of contextual knowledge demonstrated and some appropriate interpretations are provided as to why certain linguistic features should be present given these contexts (purpose of the speeches, the possible audiences (and likely reception), the timing of the speeches and the broader social/political/economic climate). Level 5 – 9 marks

AO5 – This is a visually impressive Poster which does make use of one visual representation of information and has otherwise been designed to aesthetically appeal to an audience. The register is mostly appropriate for the new audience and purpose, though is perhaps over colloquial at times. The Poster serves as a meaningful summary of key aspects of the Investigation, and therefore, despite its brevity, there is ample coverage of the material to provide useful insights into the comparative oratory styles of Trump and Hitler. The flair and focus of material makes this piece just worthy of a Level 4 mark (ideally there would be greater coverage of content within this level). Level 4 – 7 marks

Overall mark: 32

Exemplar 4

An investigation into how female Prime Ministers have used language differently to male Prime Ministers.

The candidate has used transcripts from a variety of speeches and interviews that were made by four Prime Ministers.

Language Investigation

Introduction

My language investigation will be a study on spoken language by women who are in power, focusing on gender theories. I will be studying the language of both Margaret Thatcher and Theresa May in speeches and/or interviews to see if their language shows the characteristics of female speech identified by theorists such as Robin Lakoff and Deborah Tannen. My hypothesis will be that both women will use features such as: fewer direct imperatives and more deontic modals; fewer rhetorical devices; and more use of the politeness theory, with more appeal to positive and negative face. I will be comparing these two women to at least two men who were Prime Minster around the same time: John Major and David Cameron. I want to find out if the women's language is different to that of the males in power and whether their speeches/interviews have any different effect as a result. I am particularly curious to see if men tend to use more rhetorical devices than women and why that might be.

AO1 Systematic Level 4

Methodology

I decided to make my focus on Margaret Thatcher and Theresa May to study how much time has changed the language of both women. For example, Margaret Thatcher was PM from 1979 to 1990, whereas Theresa May has only been PM since 2016. From my hypothesis, I believe there may be changes to the way the women speak due to modernisation and more liberal attitudes.

AO3 general context level 2

When finding material, my focus was to find articles which were relevant and had the same theme in both speeches by the two women and men. For example, I wanted to make sure I analysed speeches by all four Prime Ministers when they were first made PM. To find my material I first searched archives dedicated to Prime Ministers, such as British Politics and The Margaret Thatcher archive for example as these gave key context to what was happening at the time and when the speech took place. This was my main source of the speeches as it meant that I could source my findings easily.

The way I analysed the speeches I used was by first reading the text to see if it was of substance which would mean I could link to contextual factors which would have surrounded the speech. I then made tables which had the headings of the things I was analysing the texts for. These were as listed in the introduction. I then tallied how many times that feature was used in the text. This was then put into a chart which was an easier form of analysis (See tables 2-9). For the analysis of rhetorical devices used I made sure to research the most common uses of rhetoric in political speeches and then went on to analyse the speeches with those rhetoric devices to aid me (See table 1) .

AO1 Systematic Level 4

In the final event, I wanted to use interviews as well as speeches. I had hoped to use publicity material from election campaigns, yet a difficulty I encountered was that such material was not written by the Prime Ministers themselves; therefore I decided to investigate spoken speech only.

Analysis

1. Use of Imperatives and deontic modality

In my hypothesis, I stated that I thought the women I am investigating would use less imperatives (pragmatic or otherwise) than the men. Throughout all the speeches that I have analysed, neither men nor women use many imperatives in their speeches or interviews (see Table 2). I found that this was because the speeches I studied were mainly focused on the cultural and social context of what was happening at the time of the speech. For example, as I analysed all the PM's first speeches, I found that their whole speech was mainly focused on the pragmatics of 'making Britain better again' (the inferred command being we will all participate in this).

AO1 These may have been better split (as indicated in the intro). Level 2 as some attempt

Language Investigation

What use there was of imperatives mainly came from Theresa May and these imperatives are used not because she is female (in my opinion) but because she had to deliver speeches on what the country and people had to do to make sure that the EU Referendum vote took place in a decent manner. The use of imperatives such as 'listen' and 'stand' were prevalent throughout her first speech as PM and were done so to build rapport and trust in her audience and the country she had been elected to run instead of David Cameron.

AO3 Sound context level 3

From my analysis, all of the politicians I studied favoured issuing commands using deontic modality. I feel this is because they want to show the audience that they are doing everything in their will to do what is right for their country and using deontic modals such as 'must' and 'will' comes across in a much more authoritative manner, which the country wants in a leader. In Theresa May's second speech (See Appendix 5) she uses 18 forms of deontic modality. I believe this is due to context as it is focusing on what she 'will' and 'must' do to make sure that we all live in a society which does not favour one class over another. I do not believe this is due to gender as if it were to be so, Margaret Thatcher would use many more in her speeches as Prime Minister.

AO1 Systematic level 4

2. Rhetorical devices

When analysing the rhetorical devices used in the speeches made by the Prime Ministers I have studied. I decided that I wanted to study the most common rhetoric devices which make a successful political speech. From this I found there were seven different rhetoric devices which I would look for (Figure 1). From my thorough analysis of all the speeches from the prime ministers, I have found that even with considerably small speeches, Theresa May uses the most rhetorical devices compared to the other prime ministers which I have studied. My analysis found that Theresa May's first speech as Prime Minister had more rhetorical devices than both David Cameron speeches I studied put together, even though their candidacy was straight after one another. Yet when Margaret Thatcher was speaking on behalf of Vogue and the fashion industry she used 15% more rhetorical devices than when she made her first speech as Prime Minister in 1979. From my analysis, I have found that the women politicians I have studied use a much larger amount of rhetoric devices in order to emphasise and seek support from the audience - in a way to create rapport and build emotion. An example of this would be when Margaret Thatcher says "My mother was a dress maker, a professional dress maker" as she is both using rhetoric and telling the audience about her family, which seems to be a private thing to her. From the theorist, Deborah Tannen, she stated that women are more likely the seek support rather than status (to which men would seek in a conversation or speech) and from my data analysis you can see that this is proven true.

AO1 Systematic level 4

AO2 Critical angle level 4

Overall, having analysed their use closely, rhetorical devices seem to owe more to context than gender. Maiden speeches seem to use either alliteration or diacope to create a strong sense of emotion, to be expected when being elected as prime minister. However, comparing their first text as PM to the other texts I have studied, I have found that every PM used more rhetorical devices in their subsequent speeches. In John Major's second speech (Appendix 6), I found that he used 12% more rhetorical devices than what he used in his first speech as Prime Minister and this was because he aimed to show passion about young conservative voters. Interestingly, you can also see from this speech that he seeks support which goes against Deborah Tannen's theory of status vs. support as he is looking for connections which will make the conservative party a stronger party instead of making him a stronger leader. As stated in paragraph 2 above, politicians have learnt that no-one wants an egotistical leader.

AO2 Critical level 4

Language Investigation

3. Politeness theory

Politeness when speaking to a large amount of people at one time is a large part of communication which builds rapport and can either make or break your speech. Maintaining face when making a political speech, is something which will be taken highly into consideration as you want to make sure that you are addressing everyone in a perfectly good manner. This is shown in John Major's speech when conveying messages about young people voting for the conservative party (see Appendix 6). At first he challenges the audience's negative face as he starts the speech by saying that there were 1 million young voters for the conservative party yet "this is not good enough" which makes young people feel as though they have to do more, even though many young people who want to vote are not allowed to due to their age. However, he then goes on to appeal to the positive ace of the young voters as he commends their ideals and their wisdom when voting for the conservative party ✓ alongside many other adjectives commending them on what the young people do for the party and what the party is going to do back for those young people. For example he says ' Their idealism. Their willingness to challenge accepted wisdom. Their readiness to try new ways. And we must respond to their hopes as well. To their concern for the sort of life they want to build for themselves'.

[handwritten margin note: AO3 Detailed context Level 4]

The stand out feature in all the speeches I have analysed is the fact that overall women use far more appeals to 'face' whether that be positive or negative compared to men. This is as they feel more comfortable giving the audience compliments or choices than using other means of linguistic persuasion. For example, Margaret Thatcher says in her maiden speech "Now that the Election is over, may we get together and strive to serve and strengthen the country of which we're so proud to be a part of". By using a modal in this section of her speech, aids the idea of giving her audience the choice of what they want to do instead of stating what they must do. I personally believe this is because women are conditioned to be polite and use phatic language to make others feel good, they are more indirect instead of asking straight up for what they want. This backs up the theory of Robin Lakoff who found that women use much more indirective speech than men as they want to show what they want without saying it directly, to which Margaret Thatcher has done in her maiden speech.

[handwritten margin note: AO2 good understanding Level 4]

Conclusion

In conclusion, I have found my investigation to follow my hypothesis to some extent with some anomalous results in areas. This is as I thought women would use features such as: fewer direct imperatives and more deontic modals; fewer rhetorical devices; and more use of the politeness theory, with more appeal to positive and negative face. I found that yes, women did use less direct imperatives than men, even though they did not use many at all in their speeches. I found that women definitely did use more deontic modals, especially Theresa May, yet this was all down to context and in some cases men used just as many deontic modals as the women, for example John Major used more deontic modals than Margaret Thatcher in both of his speeches (Table 1). I also found that women definitely use more rhetoric devices than men. However, when not focusing on their first speech as Prime Minister and only focusing on their second speech, these figures and data I found changed considerably, especially John Major and Margaret Thatcher. I believe this is solely down to the context of the speech as if it were not, the changes would not be that considerable for the both. This is also illustrating that linguistic devices have changed over time as Theresa May and David Cameron do not have a difference between how many devices they use in their different speeches, with exceptions to Theresa May using 18 deontic modals in her speech on a fairer society. All in all I believe that these uses of language do not solely focus on the gender of those who are using it, but the context they are using it in also, prime examples being of Margaret Thatcher talking of Vogue and David Cameron on sport.

Language Investigation

I believe that my use of methodology and gathering my resources to start my analysis was the way in which I would always use and would go back to again If I were to do this investigation again and the sources I used (See all appendix) were all suitable to the investigation did.

Evaluation

If I were to conduct this investigation again and had more time to do so, I would conduct it on a much larger scale and I would use many more texts from all of the Prime Ministers I have studied. Instead of focusing on just speeches from those I studied, I would make sure that I use other outlets of media that they would have used such as interviews from both a formal interviewee and a non-formal one to see how language changes in different situations. I would also make sure to analyse their written language also, from things they wrote themselves for their campaigns for example. However, I was not able to do this due to the lack of time for which this scale of research would take.

I would also make sure that I studied more theorists to base my findings on which would broaden my knowledge of both spoken language and especially spoken language regarding politics as I feel this would have led to a much more well-structured and longer investigation of analysis.

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Appendicies

Alliteration	The repetition of a sound in the first syllable of each phrase
Anadiplosis	The last word or phrase is repeated to begin the next.
Antimetabole	The repetition of words or phrases in successive clauses, but in reverse order.
Antithesis	A word, phrase, or sentence opposes the original proposition.
Metaphor	An analogy that compares one thing or idea to another, using a term or phrase it literally isn't to suggest similarity.
Simile	A comparison between two unalike things, usually using the words "as" or "like."
Diacope	A repeated word or phrase split up by other words; typically used to express a strong emotion.

Margaret Thatcher	Speech 1- 490 words	Speech 2- 1100 words
Deontic Modality	3	3
Imperatives	0	1
Appeals to negative face	0	5
Appeals to positive face	4 One appeal being the speech of St Francis.	5
Rhetorical devices	0 from list of what I was looking for	4 -Diacope -Rhetorical Questioning -Alliteration

Margaret Thatcher
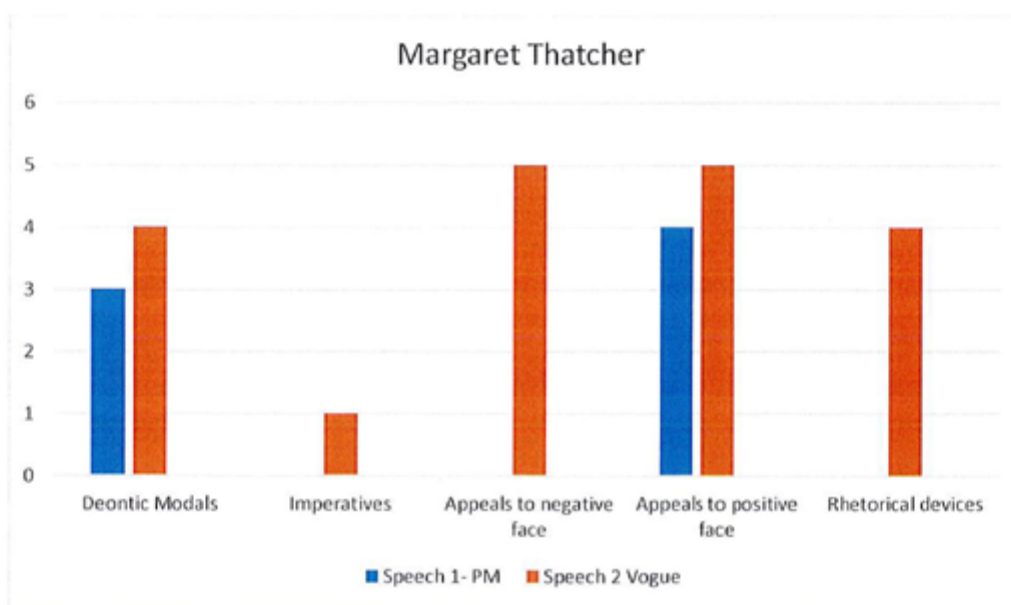
Appendicies

Theresa May	Speech 1	Speech 2
Deontic Modality	8	18
Imperatives	1	3
Appeals to negative face	7	4
Appeals to positive face	2	0
Rhetorical devices	7	5

Theresa May
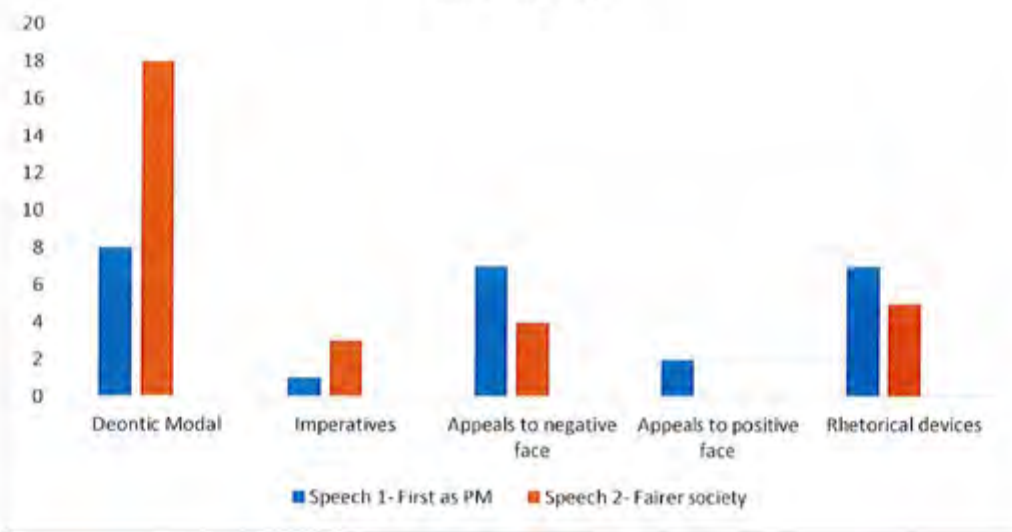
Appendicies

John Major	Speech 1	Speech 2
Deontic Modality	8	7
Imperatives	2	0
Appeals to negative face	4	4
Appeals to positive face	3	1
Rhetorical devices	5	2

John Major
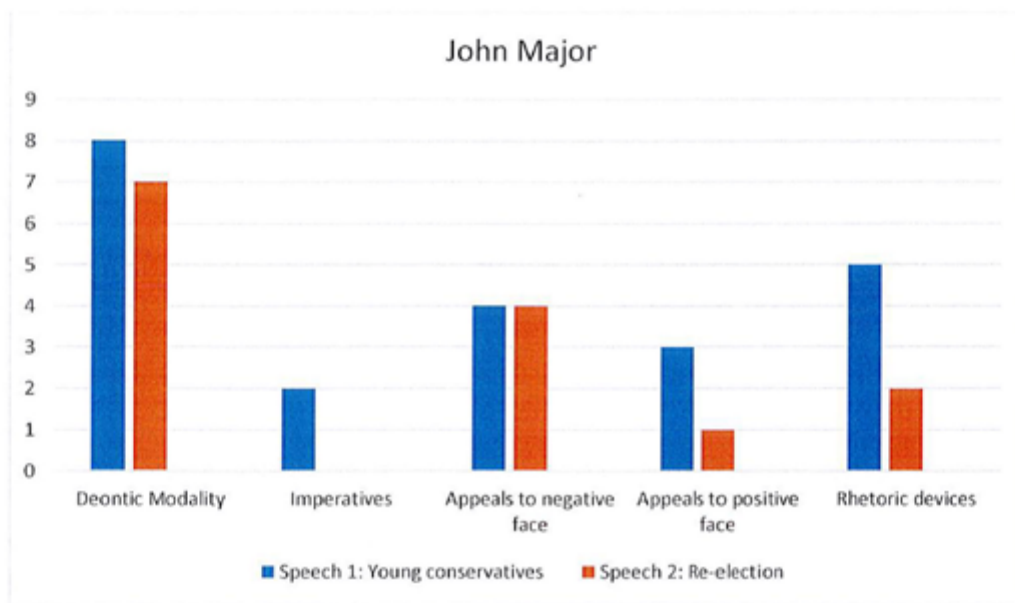
Appendicies

David Cameron	Speech 1	Speech 2
Deontic Modality	4	4
Imperatives	0	1
Appeals to negative face	1	4
Appeals to positive face	2	2
Rhetorical devices	3	2

Chart Title
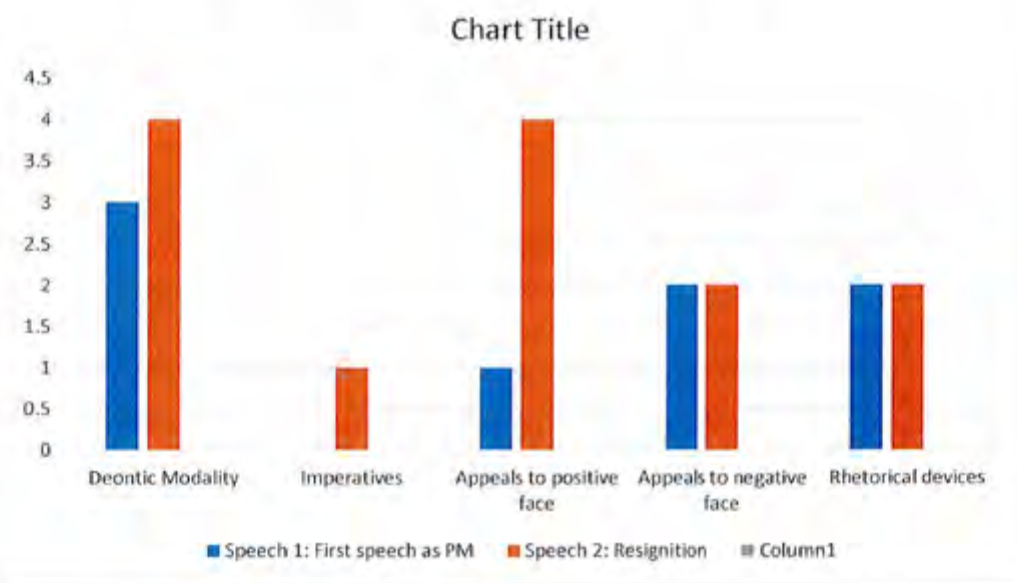
Appendices part 2

Deontic Modality

Deontic Modality used in texts

- MT- First speech as PM
- MT- Vogue
- TM- First speech as PM
- TM- Fairer society
- JM- Young Conservative
- JM- Re-election
- DC- First speech as PM
- DC- Resignation

Pie chart segments:
- MT- First speech as PM 5%
- MT- Vogue 7%
- TM- First speech as PM 15%
- TM- Fairer society 33%
- JM- Young Conservative 15%
- JM- Re-election 13%
- DC- First speech as PM 5%
- DC- Resignation 7%
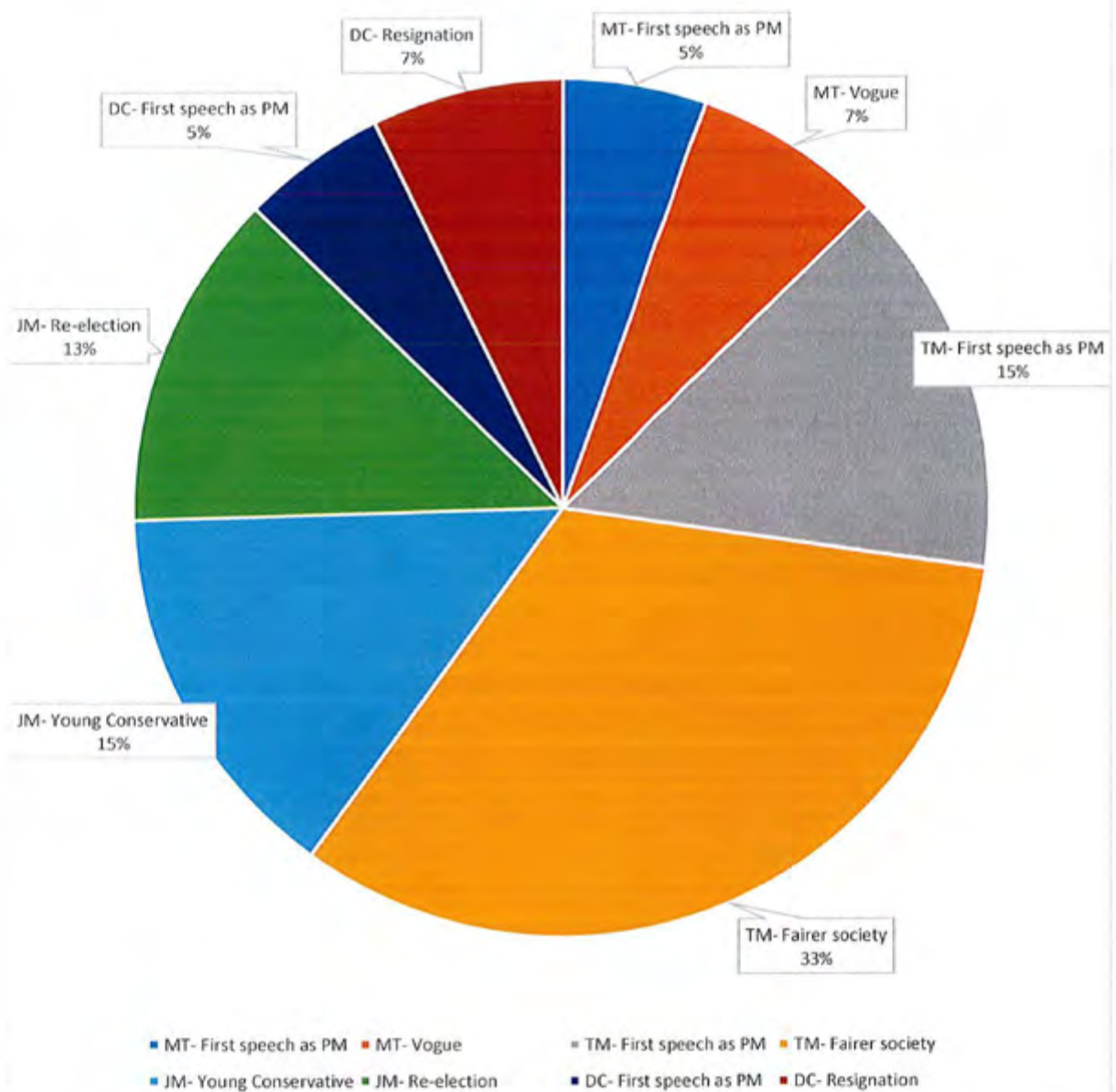
Appendices part 2

Imperatives

Imperatives

- MT- First speech as PM ■ MT- Vogue   ■ TM- First speech as PM ■ TM- Fairer society
- JM- Young conservatives ■ JM- Re-election ■ DC-First speech as PM   ■ DC- Resignation
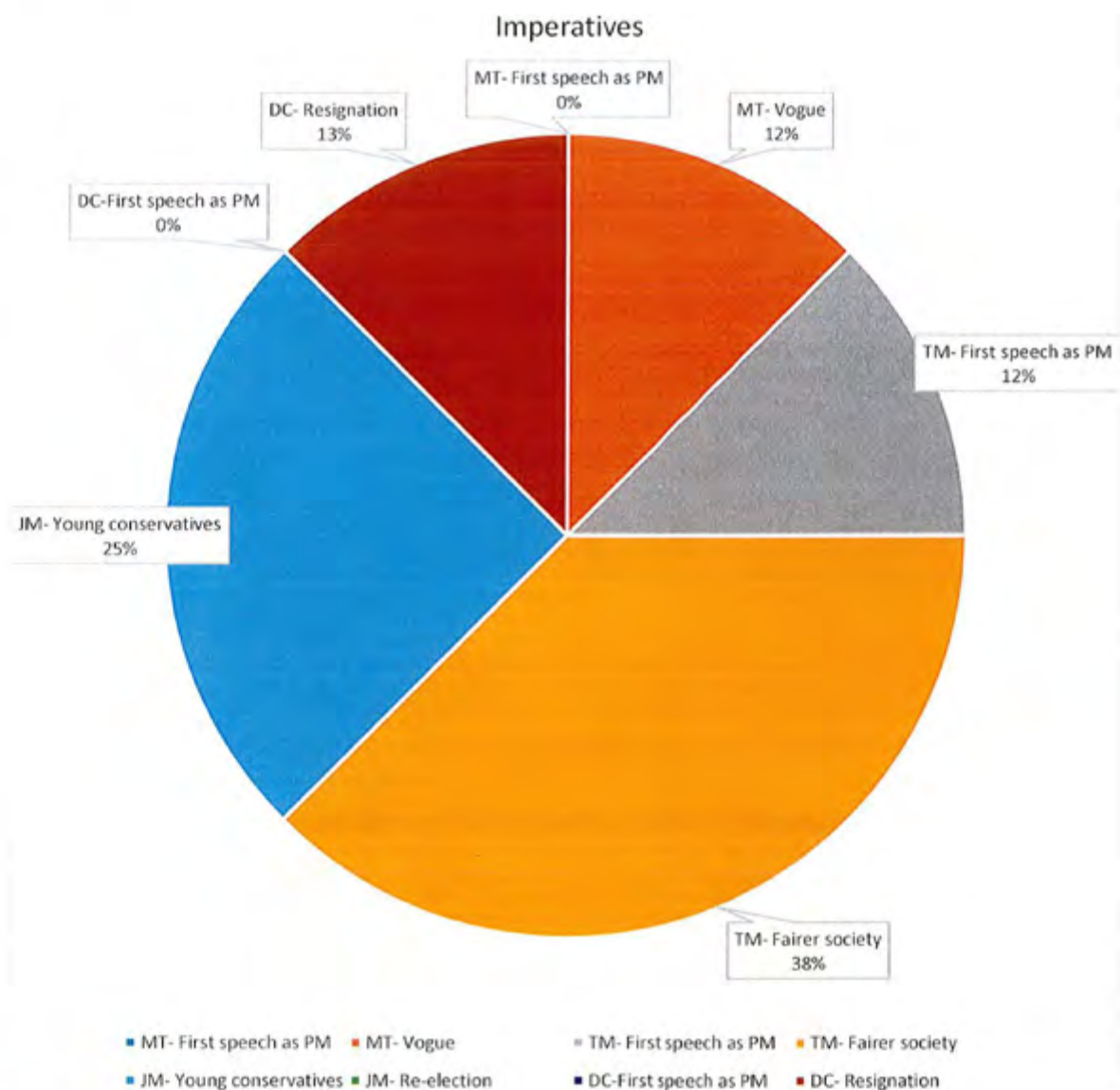
Appendices part 2

Appeals to positive face

Appeals to positive face

- MT- First speech as PM
- MT- Vogue
- TM- First speech as PM
- TM- Fairer society
- JM- Young conservatives
- JM- Re-election
- DC- First speech as PM
- DC- Resignation
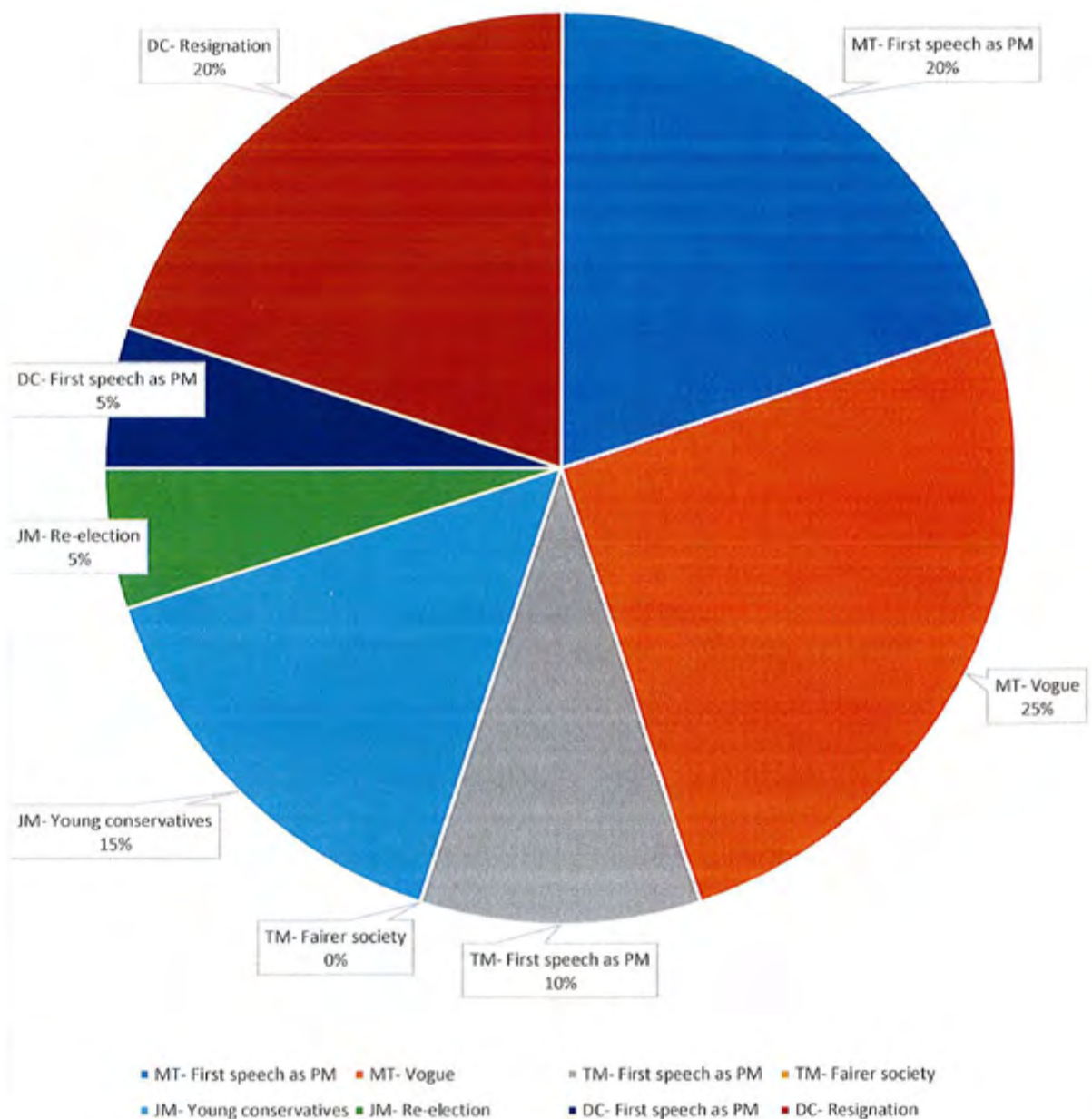
Appendices part 2

Appeals to negative face

Appeals to negative face

MT- First speech as PM 0%
DC- Resignation 8%
MT- Vogue 20%
DC- First speech as PM 8%
TM- First speech as 28%
JM- Re-election 4%
JM- Young conservative 1%
TM- Fairer society 16%

Legend:
- MT- First speech as PM
- MT- Vogue
- TM- First speech as PM
- TM- Fairer society
- JM- Young conservative
- JM- Re-election
- DC- First speech as PM
- DC- Resignation
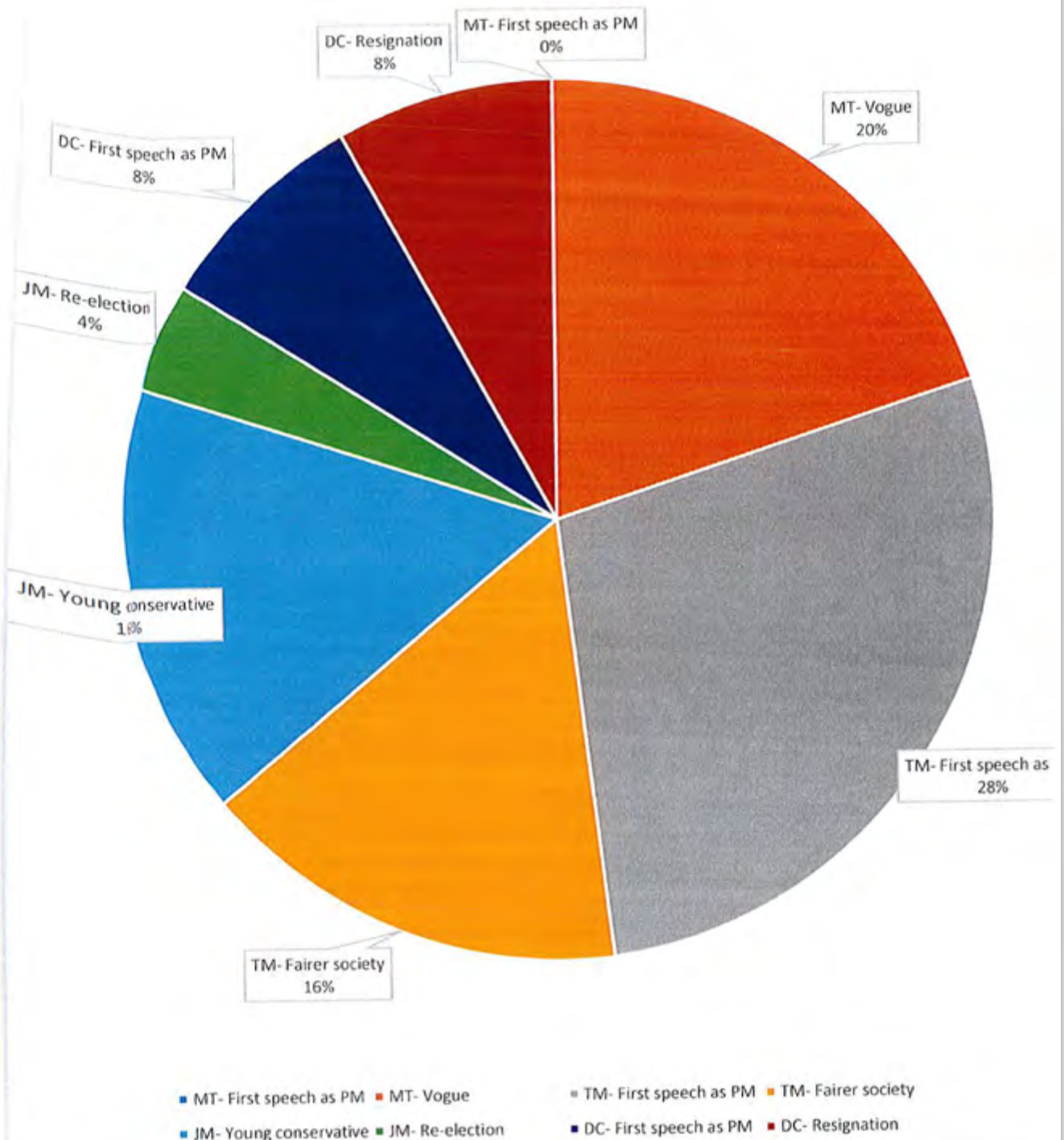
Appendices part 2

Rhetoric devices

Rhetoric devices

Pie chart: Rhetoric devices

- MT- First speech as PM — 0%
- MT- Vogue — 15%
- TM- First speech as PM — 26%
- TM- Fairer society — 19%
- JM- Young conservatives — 19%
- JM- Re-election — 7%
- DC- First speech as PM — 7%
- DC- Resignation — 7%

Legend:
- MT- First speech as PM
- MT- Vogue
- TM- First speech as PM
- TM- Fairer society
- JM- Young conservatives
- JM- Re-election
- DC- First speech as PM
- DC- Resignation
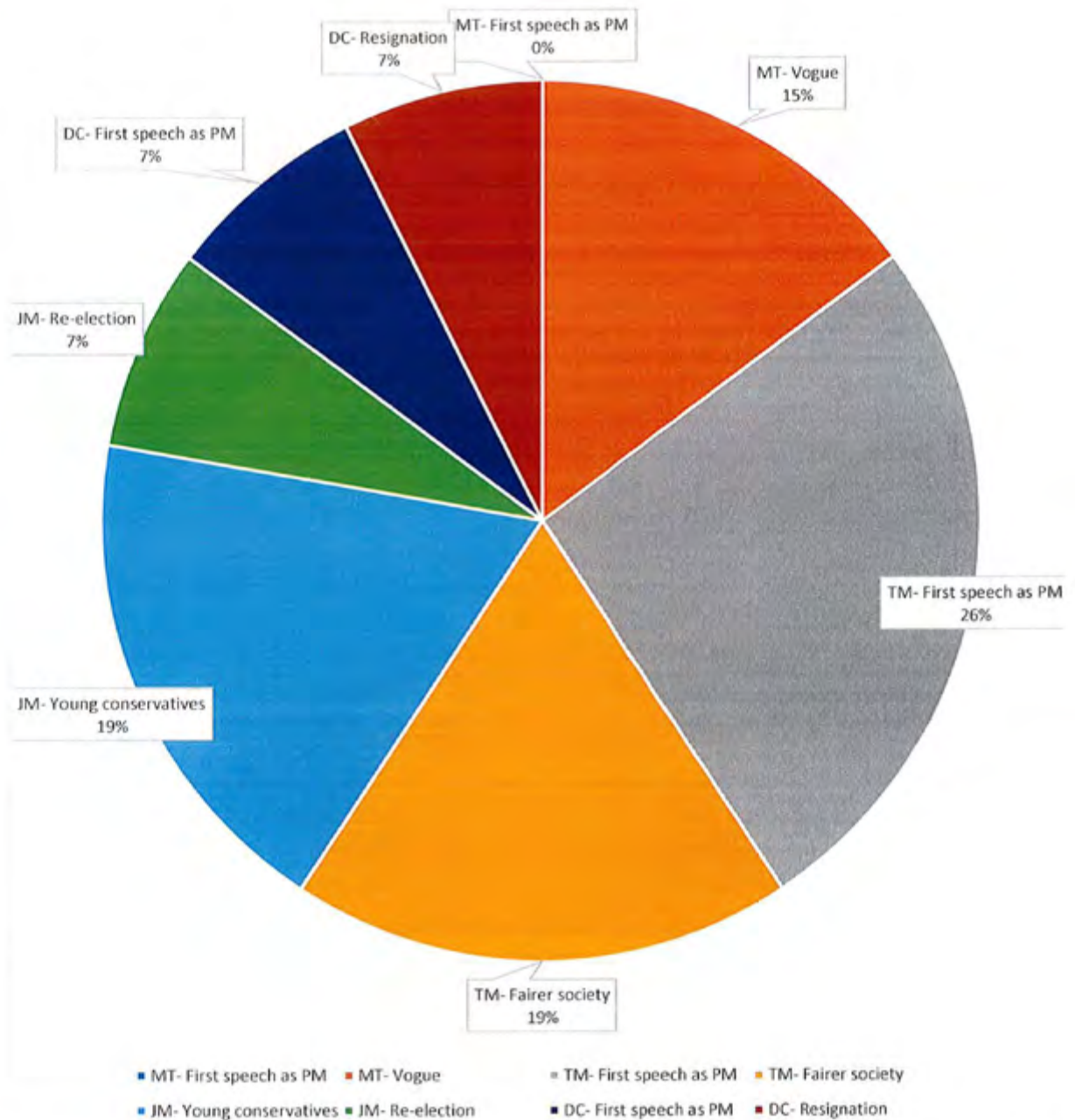
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Margaret Thatcher's first speech as PM: May 4th 1979

Well, it's been a wonderful campaign. Congratulations!

Mrs. Thatcher

Thank you very much.

Question

How do you feel at this moment?

Mrs. Thatcher

Very excited, very aware of the responsibilities. Her Majesty The Queen has asked me to form a new administration and I have accepted. It is, of course, the greatest honour that can come to any citizen in a democracy. (Cheering) I know full well the responsibilities that await me as I enter the door of No. 10 and I'll strive unceasingly to try to fulfil the trust and confidence that the British people have placed in me and the things in which I believe. And I would just like to remember some words of St. Francis of Assisi which I think are really just particularly apt at the moment. 'Where there is discord, may we bring harmony. Where there is error, may we bring truth. Where there is doubt, may we bring faith. And where there is despair, may we bring hope' ... .[fo 1] ... . and to all the British people—howsoever they voted—may I say this. Now that the Election is over, may we get together and strive to serve and strengthen the country of which we're so proud to be a part. *[Interruption "Prime Minister ... ."]* And finally, one last thing: in the words of Airey Neave whom we had hoped to bring here with us, 'There is now work to be done'.

Question

Prime Minister, could I ask you if you would tell us what sort of administration you would like to have over the next five years?

Mrs. Thatcher

Well, we shall be going inside and we shall be getting on with that as fast as we can ...   . but I think the first job is to try to form a Cabinet. We must get that done. We can't really just ...

Question

How soon do you think you'll be able to name your Cabinet?

Mrs. Thatcher

Well, certainly not today. I hope to have some news by tomorrow evening. It's a very important thing. It's not a thing that should be suddenly rushed through. It's very important.

Question

And what will you be doing for the rest of today?[fo 2]

Mrs. Thatcher

I shall be here working.

Question

Have you got any thoughts, Mrs. Thatcher, at this moment about Mrs. Pankhurst and your own mentor in political life—your own father?

Mrs. Thatcher

Well, of course, I just owe almost everything to my own father. I really do. He brought me up to believe all the things that I do believe and they're just the values on which I've fought the Election.

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And it's passionately interesting for me that the things that I learned in a small town, in very modest home, are just the things that I believe have won the Election. Gentlemen, you're very kind. May I just go ... .

Margaret Thatcher Speech 2 for Vogue: August 6th 1985

"Appearance is the first impression people get of you ..." As Britain's first woman Prime Minister, how did Margaret Thatcher arrive at the image she now presents to the British public and to the world? How does she rate the British fashion industry? What changes has she made at No 10? Here she talks to Ingrid Bleichroeder about all this and more ... On October 15 she will give a reception to mark British Fashion Week, and in December the Queen will be Guest of Honour at a dinner to celebrate the 250th anniversary of No 10 as the Prime Minister's residence.

"I am passionately interested in fashion. It brings both pleasure—because being well-dressed gives everyone pleasure—and it brings jobs. My mother was a dressmaker, a professional dressmaker, so I was brought up to know the importance of cut and how to handle fabrics. In those days, of course, there was no such thing as synthetics. When I was first married I made some of my own and the children's clothes—you couldn't buy such nice children's clothes then. But I didn't learn about the essentials of cut until very much later. I didn't fully understand until I had the chance to see a really classic dressmaker working on a fitting.

I do read *Vogue*. When we look at fashions, ordinary people like me, we would love photographs which show you what the clothes are actually like—back and front, and what they look like in movement. When you're buying clothes, you mustn't just stand in front of the mirror, but see how you move in them. See how they move, and how they sit. If you're buying a classic, they are expensive, and you've got to be very, very careful in buying. And if they have to be altered, you have to wait to get them altered properly to fit you. Everything matters—the cut, the linings, the finish, the detail. A tailored jacket has an architecture of its own. I've learnt a great deal about clothes, and I'm absolutely at one with Jean Muir when she said that the difficulty is to get people who know about all the technical details—all the rules of dressmaking—all the techniques, about handling materials, about the kind of seam you do, and what kind of stitching you do, about the numbers and spacing of buttons and so on.

"Fashion exists to serve the needs and wants of the consumer. Large sums of money are spent on it. Fashion is big business. It is possible, with the use of modern technology, to produce greater output with fewer people, but fashion will continue to be one of the labour intensive industries. The designing, the finishing, the handling—all this has to be done, not by machines, but by human labour.

"What can I do to help? We now have the British Fashion Council and, yes, we can help them with British Fashion Weeks. We have the British Overseas Trade Board, and they help the industry abroad. It gives me enormous pleasure to hold fashion receptions here. I think I am the first head of Government to do so. Anything I can do to heighten the spotlight on British fashion, I do ...

"One of the characteristics of our industry is that we have many young designers. Others, like Jean Muir , design for the expensive classic market. Still more, Zandra Rhodes , for instance, for

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people who spend a great deal of money on evening clothes. Here the workmanship is superb. Such clothes are far beyond what I personally would ever spend, but there is always a market for the best. The best fabrics, the best design, the best workmanship—there are always people prepared to pay for it. So we have not only got the young designers, we have the elegant designers, the ones at the upper end of the market.

"At the reception I gave last year, I noticed that buyers from all over the world were particularly interested in the clothes our young designers were making for young people. If there's a demand for young designers and their work, fine, then we will fill it. I was obviously more interested in the elegant clothes. The publicity was given to the *outré*, which didn't interest me at all. That didn't matter—the buyers bought them and that helped trade.

"We have always been good at mass production. We lead the world in bringing good design within the range of many people. Firms like Marks & Spencer have done wonders. And of great importance is our tradition for outstanding tailoring. The tailored suit is the backbone of the executive woman's wardrobe.

"Now all this means that any Prime Minister, particularly a woman Prime Minister, ought to give a boost to the industry. First of all it gives publicity: if people like the clothes you are wearing they might come and buy here.

"One learns the rules gradually. It is a question of progressively buying fairly classic clothes, making changes in the detail,. For a woman in public life, whether she is a magistrate, a lawyer, or in business, it is not her clothes that matter, it is her. That is why women in public life tend to wear classic or 'quiet' clothes, because the clothes are the background for the personality. The essence of the well-dressed woman is never to be exaggerated. Appearance is the first impression people get of you. And it does matter. It matters tremendously when you represent your country abroad. In a flash you can recognise other women who have the same philosophy towards clothes. Certainly, when I meet other women ministers abroad, we tend to be wearing the same kind of thing.

"I have bought about two suits a year since I have been here. In the last two years, the shoulders have been a little wider, the tops of the sleeves a little more important. That's the only sort of genuflection I make to fashion. When I don't know what to wear for a great occasion, I tend not to wear anything new. When I addressed the United States Congress, for example, I wanted to wear something that was familiar, absolutely classic, that always looked good, and so I went straight for a light wool suit. There was deep snow in Peking when I went to sign the Hong Kong agreement, so I wore a black winter suit. You have to look after suits, and I do. In my wardrobe you wouldn't recognise much difference between the old and the new...

Theresa May First Speech as Prime Minister: 13th July 2016

I have just been to Buckingham Palace, where Her Majesty the Queen has asked me to form a new government, and I accepted.

In David Cameron , I follow in the footsteps of a great, modern Prime Minister. Under David's leadership, the Government stabilised the economy, reduced the budget deficit, and helped more people into work than ever before.

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But David's true legacy is not about the economy, but about social justice. From the introduction of same sex marriage , to taking people on low wages out of income tax altogether, David Cameron has led a 'one nation' government, and it is in that spirit that I also plan to lead.
Because not everybody knows this, but the full title of my party is the Conservative and Unionist Party. And that word unionist is very important to me.
It means we believe in the union, the precious, precious bond between England, Scotland, Wales and Northern Ireland. But it means something else that is just as important, it means we believe in a union not just between the nations of the United Kingdom, but between all of our citizens, every one of us, whoever we are and wherever we are from.

That means fighting against the burning injustice that if you're born poor you will die on average nine years earlier than others. If you're black, you're treated more harshly by the criminal justice system than if you're white. If you're a white working class boy, you're less likely than anybody else in Britain to go to university. If you're at a state school, you're less likely to reach the top professions than if you're educated privately. If you're a woman, you will earn less than a man. If you suffer from mental health problems, there's not enough help to hand. If you're young, you'll find it harder than ever before to own your own home.

But the mission to make Britain a country that works for everyone means more than fighting these injustices. If you're from an ordinary working class family, life is much harder than many people in Westminster realise.

You have a job but you don't always have job security. You have your own home but you worry about paying the mortgage. You can just about manage, but you worry about the cost of living and getting your kids into a good school. If you're one of those families, if you're just managing, I want to address you directly.

I know you're working around the clock, I know you're doing your best and I know that sometimes life can be a struggle. The Government I lead will be driven, not by the interests of the privileged few, but by yours. We will do everything we can to give you more control over your lives.

When we take the big calls, we'll think not of the powerful, but you. When we pass new laws, we'll listen not to the mighty, but to you. When it comes to taxes, we'll prioritise not the wealthy, but you. When it comes to opportunity, we won't entrench the advantages of the fortunate few, we will do everything we can to help anybody, whatever your background, to go as far as your talents will take you.

We are living through an important moment in our country's history. Following the referendum, we face a time of great national change. And I know because we're Great Britain that we will rise to the challenge. As we leave the European Union, we will forge a bold, new, positive role for ourselves in the world, and we will make Britain a country that works not for a privileged few, but for every one of us.

That will be the mission of the Government I lead. And together, we will build a better Britain.

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Theresa May 'We Will Create a Fairer Society': 19th January 2017

Last year, the country took a momentous decision. People voted in their millions to leave the European Union and embrace a brighter future for Britain.

This is the year we start to make it happen.

That is why, earlier this week, I set out the government's 12 negotiating objectives for Brexit, so that everyone has the clarity they need about our direction of travel as we prepare to trigger Article 50 before the end of March.

But those 12 objectives are just part of my Plan for Britain. Because last summer's referendum was not just a vote to leave the European Union. It was a vote to change the way our whole country works.

A vote to build a stronger, fairer Britain that works for everyone, not just the privileged few. A Britain – and a Brexit – that works for ordinary working people.

The plan I have set out this week will build that better Britain.

We will make Britain stronger by taking back control of our own laws. So the rules that govern your life will be made in Britain not in Brussels.

We will strengthen the precious union between the 4 nations of our United Kingdom. And we will work to maintain the Common Travel Area with the Republic of Ireland.

We will make Britain fairer for ordinary working people by getting control of the numbers coming here from the European Union.

We will continue to attract the brightest and best to work or study here and we will always welcome individual migrants as friends. But by leaving the single market and ending freedom of movement, this process will be managed properly.

So we will be the ones to decide who gets to come here and when.

We will make this a Brexit that works for ordinary working people by ensuring that every worker enjoys the rights and protections they deserve. Indeed, under my leadership, not only will the government protect the rights of workers. We will build on them. And we will guarantee the rights of EU citizens living here, and the rights of British nationals in other member states, as soon as we can.

We will also use this moment of national change to build a truly Global Britain, reaching out to old friends and new allies alike.

We will build a new trading relationship with our partners in Europe, but we will also be free to do new trade deals with countries from outside the EU too. And we will continue to co-operate with our friends and allies in Europe in critical areas such as science and technology and the fight against crime and terrorism.

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Taken together, this will amount to a new and equal partnership between an independent, self-governing, Global Britain and our friends and allies in the EU.

But this whole approach to Brexit is just one part of my wider plan to shape the country we want to be when we have left the EU.

So we will use this moment of change to build a stronger economy and a fairer society that works for ordinary working people by embracing genuine economic and social reform here at home.

Our Modern Industrial Strategy, which we will publish next week, will lay the foundations to build a more prosperous and more equal Britain.

We will spread wealth and opportunity across every community. And we will help young people to develop the skills they need to do the high-paid, high-skilled jobs of the future.

We will create a fairer society by breaking down the barriers of privilege and making Britain a great meritocracy where success is defined by work and talent, not birth or circumstance. This will include going further in reforming our schools and ensuring that every child has the opportunity to thrive in a post-Brexit Britain.

And we will build a more united nation by forging a shared society and putting the values of responsibility, fairness and citizenship at the heart of everything we do.

This is a bold, ambitious plan to deliver the change we need. It is about the ends not the means – delivering the change that people voted for, by making this a country that works for everyone, not just a privileged few.

But making this a reality will depend on another essential ingredient of our success as a nation. The strength and support of 65 million people willing us to make it happen.

So as Sun readers I urge you to support this plan and to help us bring our country back together.

This is a time to stop fighting the battles of the past and look to the future.

David Cameron first speech as PM- 11th May 2010

Her Majesty the Queen has asked me to form a new government and I have accepted.

Before I talk about that new government, let me say something about the one that has just passed.

Compared with a decade ago, this country is more open at home and more compassionate abroad and that is something we should all be grateful for and on behalf of the whole country I'd like to pay tribute to the outgoing prime minister for his long record of dedicated public service.

In terms of the future, our country has a hung parliament where no party has an overall majority and we have some deep and pressing problems - a huge deficit, deep social problems, a political system in need of reform.

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For those reasons I aim to form a proper and full coalition between the Conservatives and the Liberal Democrats.

I believe that is the right way to provide this country with the strong, the stable, the good and decent government that I think we need so badly.

Nick Clegg and I are both political leaders that want to put aside party differences and work hard for the common good and for the national interest.

I believe that is the best way to get the strong government that we need, decisive government that we need today.

I came into politics because I love this country. I think its best days still lie ahead and I believe deeply in public service.

And I think the service our country needs right now is to face up to our really big challenges, to confront our problems, to take difficult decisions, to lead people through those difficult decisions, so that together we can reach better times ahead.

One of the tasks that we clearly have is to rebuild trust in our political system. Yes that's about cleaning up expenses, yes that is about reforming parliament, and yes it is about making sure people are in control - and that the politicians are always their servant and never their masters.

But I believe it is also something else. It is about being honest about what government can achieve. Real change is not what government can do on its own - real change is when everyone pulls together, comes together, works together, where we all exercise our responsibilities to ourselves, to our families, to our communities and to others.

And I want to help try and build a more responsible society here in Britain. One where we don't just ask what are my entitlements, but what are my responsibilities.

One where we don't ask what am I just owed, but more what can I give.

And a guide for that society - that those that can should, and those who can't we will always help.

I want to make sure that my government always looks after the elderly, the frail the poorest in our country.

We must take everyone through with us on some of the difficult decisions we have ahead.

Above all it will be a government that is built on some clear values. Values of freedom, values of fairness, and values of responsibility.

I want us to build an economy that rewards work. I want us to build a society with stronger families and stronger communities. And I want a political system that people can trust and look up to once again.

This is going to be hard and difficult work. A coalition will throw up all sorts of challenges.

Appendices for Language Investigation

But I believe together we can provide that strong and stable government that our country needs based on those values - rebuilding family, rebuilding community, above all, rebuilding responsibility in our country.

Those are the things I care about. Those are the things that this government will now start work on doing.

Thank you very much.

David Cameron Resignation Speech-: June 24th 2016

Good morning everyone. The country has just taken part in a giant democratic exercise, perhaps the biggest in our history. Over 33 million people from England, Scotland, Wales, Northern Ireland and Gibraltar have all had their say. We should be proud of the fact that, in these islands, we trust the people with these big decisions.

We not only have a parliamentary democracy, but on questions about the arrangements for how we're governed, there are times when it is right to ask the people themselves, and that is what we have done. The British people have voted to leave the European Union, and their will must be respected.

I want to thank everyone who took part in the campaign on my side of the argument, including all those who put aside party differences to speak in what they believed was the national interest. And let me congratulate all those who took part in the Leave campaign, for the spirited and passionate case that they made.

The will of the British people is an instruction that must be delivered. It was not a decision that was taken lightly, not least because so many things were said by so many different organisations about the significance of this decision. So there can be no doubt about the result.

Across the world, people have been watching a choice that Britain has made. I would reassure those markets and investors that Britain's economy is fundamentally strong, and I would also reassure Brits living in European countries, and European citizens living here, that there will be no immediate changes in your circumstances. There will be no initial change in the way our people can travel, in the way our goods can move, or the way our services can be sold.

We must now prepare for a negotiation with the European Union. This will need to involve the full engagement of the Scottish, Welsh, and Northern Ireland governments to ensure that the interests of all parts of our United Kingdom are protected and advanced. But above all, this will require strong, determined and committed leadership.

I'm very proud and very honoured to have been Prime Minister of this country for six years. I believe we have made great steps, with more people in work than ever before in our history, with reforms to welfare and education, increasing people's life chances, building a bigger and stronger society, keeping our promises to the poorest people in the world, and enabling those who love each other to get married, whatever their sexuality. But above all, restoring Britain's economic strength. And I'm grateful to everyone who's helped to make that happen.

Appendices for Language Investigation

I've also always believed that we have to confront big decisions, not duck them. That is why we delivered the first Coalition government in 70 years, to bring our economy back from the brink. It's why we delivered a fair, legal and decisive referendum in Scotland. And it's why I made the pledge to renegotiate Britain's position in the European Union, and to hold a referendum on our membership, and have carried those things out.

I've fought this campaign in the only way I know how - which is to say directly and passionately what I think and feel, head, heart and soul. I held nothing back. I was absolutely clear about my belief that Britain is stronger, safer and better off inside the European Union. And I made clear the referendum was about this and this alone, not the future of any single politician, including myself. But the British people have made a very clear decision to take a different path, and as such, I think the country requires fresh leadership to take it in this direction.

I will do everything I can as Prime Minister to steady the ship over the coming weeks and months, but I do not think it would be right for me to try to be the captain that steers our country to its next destination. This is not a decision I've taken lightly. But I do believe it's in the national interest to have a period of stability, and then the new leadership required.

There is no need for a precise timetable today, but in my view we should aim to have a new prime minister in place by the start of the Conservative Party conference in October. Delivering stability will be important, and I will continue in the post as Prime Minister with my Cabinet for the next three months. The Cabinet will meet on Monday. The Governor of the Bank of England is making a statement about the steps that the bank and the Treasury are taking to reassure financial markets.

We will also continue taking forward the important legislation that we set before Parliament in the Queen's speech. And I've spoken to Her Majesty the Queen this morning and advised her of the steps that I am taking. A negotiation with the European Union will need to begin under a new Prime Minister, and I think it's right that this new Prime Minister takes the decision about when to trigger Article 50 and start the formal and legal process of leaving the EU.

I will attend the European Council next week to explain the decision the British people have taken, and my own decision. The British people have made a choice. That not only needs to be respected, but those on the losing side of the argument - myself included - should help to make it work.

Britain is a special country. We have so many great advantages. A parliamentary democracy where we resolve great issues about our future through peaceful debate. A great trading nation with our science and arts, our engineering and our creativity respected the world over. And while we are not perfect, I do believe we can be a model of a multiracial, multifaith democracy where people can come and make a contribution and rise to the very highest that their talent allows.

Although leaving Europe was not the path I recommended, I am the first to praise our incredible strengths. I've said before that Britain can survive outside the European Union, and indeed that we could find a way. Now, the decision has been made to leave, we need to find the best way. And I will do everything I can to help. I love this country, and I feel honoured to have served it, and I will do everything I can in future to help this great country succeed. Thank you very much.

Language Used By Politicians- Gender or Context?

What was the aim of the investigation?

The investigation was to see if there are any differences in the way that male and female prime ministers speak by comparing the use of deontic modality, imperatives, rhetoric, pragmatics and positive and negative face.

What was the hypothesis?

The hypothesis was that women would use fewer direct imperatives, fewer rhetorical devices, more deontic modals and more appeals to positive and negative face. It was also thought that there may have been changes in the way a 21st century female politician spoke (as opposed to a 20th century one) due to modernisation and more liberal attitudes.

> We WILL* spread wealth and opportunity across every community

> The will of the British people MUST* be delivered

Method in 5 Steps

1. Articles were found which were relevant and had a substantial amount of text which would make it easier for analysis. This was done by searching archives of the PMs as these were the most famous speeches which have been put on their own website. It also meant that the context of the speech was known instead of just watching the YouTube clip and having to work out the context.
2. One speech analysed for all the PMs was their very first speech. This made sure there was a common theme.
3. The texts were read and annotated to highlight any significant features.
4. Tables of all of the techniques and language features were made by tallying the number of times each particular type of language was used in each of the texts.
5. These tables were turned into charts and graphs with specific percentages compared to the other Prime Ministers as it made it easier to make comparisons.

Use of imperatives and deontic modality: Throughout the entirety of the analysis, only Theresa May used imperatives in order to build rapport and trust with her audience. The use of 'listen' and 'stand' were used but due to the text focusing on the EU referendum, she needed to build as much trust as possible and using these imperatives did so. Other than this, no other PM used imperatives in their speeches.

From the analysis, it was found that Prime Ministers favoured the use of deontic modality. This was due to them wanting to show the audience that they were doing everything in their will to make sure everything is right for their country that they are now the leader of. Deontic modals such as 'must' and 'will' came across in the speeches as a much more authoritative manner, which the country wants in a leader. Theresa May is especially fond of using deontic modality in her speech on making a fairer society. Yet the use of 18 deontic modals, in my opinion, was due to the context of the speech.

Rhetorical devices: Theresa May used the most rhetoric devices compared to all of the other Prime Ministers studied. She even used more rhetorical devices in one speech than she did in the entirety of both David Cameron's speeches. Margaret Thatcher used 15% more rhetorical devices in her speech on Vogue than on her maiden speech in 1979. Overall, it was found that women use more rhetorical devices in their speeches to seek support from the audience and therefore adhering to Deborah Tannen's theory of Status vs. Support. However, the use of rhetoric was not due to gender but the context of the speech they are giving. For example, John Major's second speech had 12% more rhetorical devices than in his first speech as Prime Minister.

Politeness theory: The stand out feature in all the speeches analysed is the fact that overall women use far more appeals to 'face' whether that be positive or negative compared to men. This is as they feel more comfortable giving the audience compliments or choices than using other means of linguistic persuasion. For example, Margaret Thatcher says in her maiden speech "Now that the Election is over, may we get together and strive to serve and strengthen the country of which we're so proud to be a part of". However, John Major used both appeal to positive and negative face a lot in his speech about young conservative voters, much more than any women did.
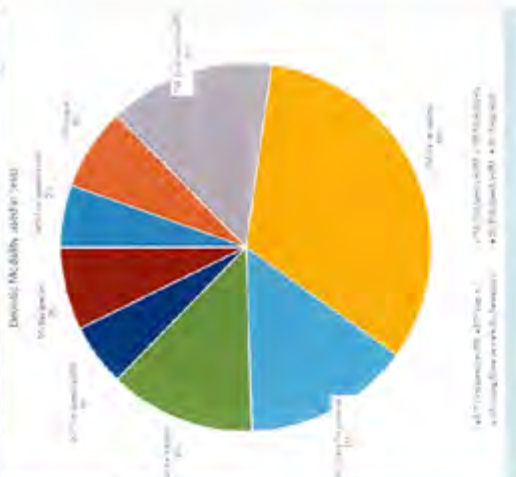
Conclusion

It was found that women use fewer imperatives than men, even though hardly any of the Prime Ministers studied used any at all in the first place. Women definitely used more deontic modals than men and this is especially prominent with Theresa May. It was found that women use more rhetorical devices than men in their speeches, yet this was most probably down to context and not their gender. It was also found that linguistic devices have changed over the course of the years. The difference between the language used by all four Prime Ministers is shown in the graph of comparison above.

Evaluation

If this investigation were to be done again with more time, I would...

* conduct the investigation on a much larger scale. I would take many more speeches to make the investigation much more specific.
* take more media outlets to study the different types of spoken language the Prime Ministers used, such as interviews.
* try to analyse some of their written language, for example I could have used what they wrote themselves for their campaigns.
* make sure that I studied more theorists to base my findings on.

Exemplar 4

AO1: Teressa May's use of language was a popular choice of topic this series, and the candidate has produced a good, solid Investigation comparing May with other politicians. The candidate has on the whole followed the conventions of report -writing and they have adopted a mostly systematic approach to analysing the data. The writing is clear and coherent and there is a strong cross-referencing to the visual representation of data (though the graphs may have been more accessible had they been embedded into the body of the Investigation). The candidate does outline some of the key contextual and theoretical principles in the opening sections, providing a clear sense of direction for the Investigation. This is a valid topic area, but perhaps too many variables are considered, resulting in some lack of depth within the analysis. Level 4 – 7 marks

AO2: There is a good handling of gender and politeness related theories, and the candidate does introduce these concepts early and continues to address them within the analysis of the data. There is a solid understanding of concepts and issues demonstrated in this Investigation. Perhaps, because of the breadth of the material, the candidate is restricted in how focused they can be in critically assessing the ways in which accepted assumptions about gendered language and politeness theories are supported or refuted by the data. Level 4 – 7 marks

AO3: The candidate makes valid points about the ways in which ideologies, socio-political backdrops, the experience of the PMs and expected audience reception shapes the language use within the data sources. Again, because of the breadth of data sources and variables, contextual discussion is not always as full as it might be. Level 4 – 7 marks

AO5: A visually engaging Poster, that uses visual tools aesthetically, but more importantly to convey record key information. The Poster summarises much of the key material from within the Investigation, provides balanced coverage within each section and is written in an appropriate register. Level 4 - 8 marks

Overall Mark: 29

Exemplar 5

What different representations of refugees are visible in a comparison of The Daily Mirror and The Sun's articles covering the movement of refugees?

The candidate has used articles published by both newspapers about the movement of refugees who are leaving war-torn Syria.

What Different Representations of Refugees Are Visible In A Comparison of The Daily Mirror and The Sun's Articles Covering The Movement of Refugees Into The U.K?

Introduction:

Recently, conflicts around the world have increased and intensified with conflicts in Afghanistan, Iraq and most recently the civil war in Syria which began in 2011. Every conflict and war leaves many people including children displaced and with no option but to flee from their country. So far more than 4.5 million people have been forced to flee from Syria as a result of the Syrian civil war and the numbers will only increase as the war intensifies.

The attention refugees receive from the media has increased as a result of the larger numbers of refugees entering the country. As the press attention on refugees has escalated, its influence on the public's ideologies and emotions towards refugees has increased. This has intensified the debates and the press coverage on immigration especially during the 2015 general election campaign and the E.U. referendum campaign with some newspapers criticising the work being done by the government to help the refugees and seeking empathy from the public while others portray them as a problem, which feature in both left and right wing newspapers. The aim of the investigation is to see how different types of newspaper represent refugees and the immigrant crisis.

[margin annotation: AO3: the context of investigation are clearly & thoughtfully presented]

Hypothesis and Methodology:

The two newspapers used are the Daily Mirror (left wing) and The Sun (right wing). When analysing the article the main focus will be noun phrases used, the semantic fields of the adjectives, verbs and the focus of the numbers used because they may be used to incite a sympathetic emotional response in the reader. For example, compassion and sorrow as adjectives may be used to express horror or be in the semantic fields of pain and desperation to encourage anger and hatred as they may use adjectives to express animosity as they may have semantic fields of overpopulation, crime and terrorism; numbers may be used to emphasise the scale of the crisis.

[margin annotation: AO1-methods]

[margin annotation: AO3: Helpful explanation shows sound knowledge of potential influences on meaning if unwieldy expression.]

My predictions are that Right wing newspaper, with its traditional conservative views, will use more negative language than the Left wing newspaper when addressing refugees as they have a history of representing them as invaders and building a social divide through the use of Van Dijk's "us vs them" ideology. Right wing newspapers have previously presented refugees as potential criminals and terrorists, suggesting they are a threat to national security so this may be evident in the Right wing newspaper, increasing the social divide and anonymity towards refugees. This ideology has created a divide in the British public as they see refugees as intruders coming to overpopulate and commit crimes in the country, which is influenced by the Conservative party which is the political party that the newspaper supports.

[margin annotation: AO2/AO3: Valid, focused & detailed discussion]

The Left wing newspaper is more likely to represent them as victims and emphasise how bad the humanitarian crisis is, therefore showing why refugees need help, inciting empathy from the readers as they may understand how much the refugees need help. As a result I expect the Left wing newspaper to use more language which will increase "moral panic" in order to make people see the situation the refugees are facing in Syria is. This would support Stanley Cohen's theory in which he argued that the media increases moral panic through their portrayal of people or social issues. He defines moral panic as when "a condition, episode, person or group of persons emerges to become defined as a threat to societal values and interests." This may be seen in both newspapers if they focus on emphasizing how desperately the government needs to intervene otherwise the number of refugees losing their lives will continue to rise if they do not intervene, allowing moral panic to increase in Britain despite other countries, helping refugees.

[margin annotation: addresses issues of representation with some understanding]

The Daily Mirror is likely to use more specific numbers than The Sun due to wanting to highlight the intensity of the war and the conditions the refugees are living in so the audience will feel the need to help.

-I expect the Right wing newspaper (The Sun) to use language that would show support to the ideologies of the government as the government that was in power when the newspaper article was published is Right wing (the Conservatives) and this would support the Marxist theory that "the media are seen as part of an ideological arena in which various class views are fought out." The newspaper may portray the refugees' entry as a threat to the country and its stability and the government believe that refugees will destabilise the country's public services.

I think The Sun may portray Levi- Strauss' theory on media about how our understanding of words is dependent on our understanding of the opposites of the words used (binary opposition). They may do this by using lexis that portrays the refugees as being very different to the British public. This will increase the divide between the British public and the refugees therefore they won't feel any sympathy towards the refugees and won't see the need to help them. However, The Daily Mirror wants people to understand the refugees' situation and want to help them therefore their article wouldn't create such a division because they want to build relationships so they would look for similarities between the British public and the refugees.

AO2 clearly linked to methods and hypoth.

In order to keep the investigation fair, I will use articles that cover the same story: the movement of refugees into the country. Although source B (The Daily Mirror article) focuses more specifically on the death of Aylan, who drowned alongside his mother and brother while trying to escape the Syrian war, both of the newspapers cover the movement of refugees during the Syrian war and this will ensure that there will be some consistency of topic across the newspapers. Both of the articles were published just before the E.U. referendum so this may affect the portrayal of refugees as immigration was one of the main focuses of the campaigns and debates. The articles being published by newspapers with different political views may also affect the language used because the newspapers may be biased.

AO1: approp.s methods

I will therefore analyse noun phrases to find out what noun phrases reveal about the representation of refugees; whether they are negative or positive and will represent the refugees and their actions as justifiable, or as invaders.

As the semantic fields of adjectives are also powerful, I will also analyse these to explore the opinions of the newspapers and the writers on the motives of the refugees.

AO1 methods - valid from support from AO3/AO2

I will also analyse the use of verbs because some of them may suggest that the refugees had no option but to run away while other verbs may suggest that the refugees are not running away but are actually moving away by choice. The use of verbs will also reflect the ideologies of the newspapers as they'll portray them based on whether they believe that they are victims or not.

Methods are embedded in a much broader discussion of AO2/AO3 hypothesis. Shows sound understanding; beginning to engage critically with relevant contexts and concepts.

Analysis:

What does a comparison of the use of the numbers show us about the representation of refugees in the media?

In the Daily Mirror, when addressing the Syrian refugees and the situation in Syria, most of the numbers used are not specific, for example, "thousands of migrants", "thousands of citizens",

AO1: Range of illustration yes.

"millions of times" and "dozens of similar pictures". This depersonalises the refugees. Whilst the large numbers suggest that many people are dying while attempting to escape or are being killed in Syria, This also suggests that the movement of people has become a regular occurrence therefore it's a big issue and this would increase moral panic because the people are running away from the mass killings in their country. It also seems like they are referred to as quantities just adding to the total which prevents the reader from having any empathy towards them. This also increases anonymity which emphasises the "us vs them" ideology because the audience won't see the importance of those that are dying and why they should be helped because the newspaper has made them voiceless so the reader won't have much sympathy for them. These large number generalisations may also be used to maximise the scale of the issue, for instance, the use of "millions" which suggests that many people were touched by the picture and felt the need to share the picture in order to let others know about the horror of the event, reinforcing a sense of guilt if the reader is not one of the "millions" adding to the pressure forcing the government to take more action. The newspaper does use some specific numbers, for example, "children are among 2,500 people". The ambiguity of "among" doesn't clarify how many of these people are children therefore it leaves the reader with the possibility of thinking that a large number of the 2,500 people are children which would highlight how extreme the situation is, risking death to escape the violence. This also supports Cohen's theory about the media creating moral panic because the public will see what is happening in Syria as an infanticide which needs to be stopped therefore action must be taken to reduce the number of people dying as this may stop them trying to enter Europe on boats as it's not a safe journey.

(direction of interpretation not always consistent)

AO3: data helpfully contextualised to explore construction of meaning

detail

While applic. of Cohen's theory is not the only P fl eve candidate engages critically with data, with some success.

When talking about the drowning of Aylan, the focus on a particular child death does exactly this. The number "dozens" in "dozens of other pictures" suggests that this isn't the first time something like this has happened as there are pictures of other children dying this way that have previously been published. This would support Cohen's theory as it creates moral panic.

AO2 consistently referenced

The mirror does use a few specific numbers when reporting deaths, for example, "450 people capsized" and "five children". This is because even though the death toll is smaller the way that the people died is terrible so they may have done this to create moral panic because this happens often and many people including children die while trying to run away from death.

AO1- defines patterns clearly

The Sun, however, doesn't use as many numbers but most of those used are specific and most of them focus on the number of migrants that have entered Europe in the duration of the war, for example, "The net migration figure for the UK was 300,000" and "Germany has agreed to let 800,000 in". I think this is to show that a lot of migrants are continuously entering the continent and this may be to highlight how bad the crisis is or to show that too many people are coming in and this may cause overpopulation. The large numbers used may be slightly inaccurate and rounded but are used for emphasis so that the audience may not empathise with the refugees but instead believe that too many refugees have entered the country already and they can't take in anymore refugees. This may have been done because the newspaper was released just before the referendum and immigration was an important element in the campaigns so The Sun may be doing this to mitigate the Conservatives' failure to reach their net immigration target by comparing it to Germany's. However, they may have used large numbers to show how many people have entered the country and therefore increase worry because the public may think the number is too high and this is a reason for overpopulation.

AO3 twe perceptive interpretation of prose.

→ colloc. of 300,000 with 800,000?

The only non-specific number used in the article is "thousands massed at Calais". In collusion with the verb "massed" may be done to make it seem like a large number of people staying there and depict them as a potential threat to national security because they are staying there illegally as there

AO2 could be valid, argued more convincingly.

are many of them doing so. This is an example of the use of Van Dijk's "us vs them" ideology theory because the audience will believe that if they enter the country they will commit crimes and increase the crime rates.

In conclusion, the texts support some of my hypotheses but not all of them because the use of large numbers in The Daily Mirror (see appendix) would incite moral panic as the audience may feel that it's not right to let the crisis continue so they'll feel the need for the government to intervene. This supports Cohen's theory that the portrayal created by the newspaper may increase moral panic in the audience as they won't agree with the government's lack of action. The Daily Mirror, however, doesn't support my hypothesis that they would use more specific numbers than The Sun and this may be done for emphasis. The Sun's use of numbers agrees with my hypothesis because the large numbers of refugees (see appendix) that have entered the continent portray them as a significant threat as they may increase the crime rate and the country can't accommodate all of them. This also supports the Marxist theory that the media supports the ideologies of the government because the governing Conservative party wanted to reduce the net migration as they believe it's too high. ✓

Adequate summation.

What does the comparison of the semantic fields of the adjectives used show us about the representation of refugees in the media?

Most of the adjectives used in Source A (The Sun article) have the semantic fields of the vulnerability of the refugees (see appendix) but some suggest that not all of the refugees are victims but are in fact opportunists that are just looking for a way to better their lives, for example, the "Economic refugees". Some adjectives have the semantic fields of the strength of the U.K., the accountability of the U.K. and the overwhelming numbers of refugees entering the country.

AO1 data: could be referenced more fully; however it has been effectively presented.

The adjectives used to describe the president and I.S. such as, "genocidal dictator" and "bloodthirsty savages" show how vulnerable the refugees are as they are in constant danger in their country as their president is ruthless and it justifies them running away and coming to U.K. The adjective "life and death struggle" also shows how bad the situation is and how much danger the refugees are in in their country.

However, the portrayal of the refugees is balanced by the portrayal of the U.K. utilising lexis with semantic fields of the country's capacity to take in and support all the refugees that are entering, for instance, it says "soaring population" and this may increase animosity towards refugees because people will question whether the country has the resources to support everyone as people are already worried about the public services and the housing in the country with the increasing population and everyone is aware of this as it's frequently discussed on the news. It also suggests that the refugees are a burden to the country as it says they have to carry out "rigorous checks" on the refugees to make sure they are genuinely in danger which may increase the feeling of indifference towards the refugees. This may be because the newspaper is right wing, believing that too many refugees are entering the country and the country can't accommodate them all.

AO3/AO1 analytical balanced different readings of contradictory elements in data.

In Source B, The Daily Mirror, most of the adjectives used have semantic fields of youth (see appendix) and the vulnerability of the refugees. It also uses adjectives with the semantic fields of horror, pain and warfare.

Throughout the article (see table 2.2) the adjective, "young" is used repeatedly and this is to make the reader feel sympathetic towards the refugees because it shows the risks that they are taking by travelling with young children and it suggests that they are very desperate. They also repeat the adjective "humanitarian" and this is to make the reader feel concerned about the situation that the refugees have to live in in their countries.

The Sun doesn't support my hypothesis about moral panic as The Sun uses more adjectives that have the semantic field of vulnerability than The Daily Mirror (see appendix). This would increase moral panic as the audience would think that action needs to be taken quickly to stop the merciless killings that the refugees are subject to. The article does support my hypothesis about the depiction of Van dijk's theory because they question the capacity of the country to take the refugees in which suggests that they may overpopulate the country. But overall, The Daily Mirror has more categories of semantic fields that create sympathy, for instance, youth and pain. The Daily Mirror also increase moral panic through their continuous reference to youth (see appendix) as people think children are vulnerable as they can't defend themselves and their lives are just being taken away from them.

What does a comparison of the use of noun phrases show us about the representation of refugees in the media?

As the number of noun phrases used in the newspapers is different, I will compare the ratio of the noun phrases used which portray refugees and their actions positively and negatively as this would make the comparison fairer.

In the article from The Sun, the ratio is 1:1 which may suggest that the article is neutral. However, some of the noun phrases used that the audience may think are positive also make some negative insinuations about some of the refugees, for example, "genuine asylum seekers" and "the truly desperate" suggests that some of them are just opportunists pretending to be at harm in their home countries with the hopes of entering the country so that they can better their lives. In spite of that, the article also portrays some refugees positively, for instance, they call the children, "heart-breaking symbols" which incites sympathy in the reader as it highlights the pain the refugees go through because if they had a choice the children's parents wouldn't risk their children's lives by trying to escape and may portray the children as symbols of the humanitarian crisis being faced in the country. The article describes the refugees as "desperate people" which suggests that they have no choice than to run away as staying would mean their deaths are inevitable. However while The Sun says, "a life and death struggle" which emphasises how bad the situation is because there is no doubt that they will be killed if they remain in Syria, the article also portrays some of the refugees as "economic migrants" suggesting that they are not in danger but they just want to move in order to improve their lives therefore they had a choice on whether or not to move whereas "genuine asylum seekers" didn't because of the danger they were facing. In general, the article seems to emphasise how dishonest some of the refugees are by saying they are "not persecuted" and "fleeing no- one". This highlights that they are not in pure danger like some others and therefore highlights the negative representations of refugees more explicitly than The Daily Mirror. In contrast, the article from the Daily Mirror has a ratio of 11:0 (see table 3.2) with all the noun phrases used being positive towards refugees and portraying them as victims, for example, "child victim" and "children who died while trying to escape". The noun "victim" suggests that they suffered and it wasn't their fault. The verb "escape" also suggests that the refugees are just trying to get away from harm or death in their home countries. The article also mentions the ages of some of the refugees, for example, "3 year old boy", "young girl" and "older child". This is to show how young they are therefore they are vulnerable and it would be morally wrong not to help them. The repetition of the noun "child" may be used to emphasise how many of the refugees are young. They also use names, such as, "Aylin", "Galip" and "mother, Rehan" which make it more personal and this may incite sympathy from the reader.

Some of the noun phrases used in The Sun support my hypothesis about one of the purposes of the newspaper being to build a social divide through the use of Van dijk's "us vs them" theory but they do this covertly. They may have done this to protect themselves from potential public slander

because they'll look like they are balanced in the debate about migration. They depict some of the refugees as opportunists taking advantage of the Syrian war to enter the country as they know it'll be difficult to figure out who the real refugees are and who aren't. The adjective "economic" suggests some are just coming in order to get jobs and make money which also supports the Marxist theory because the government has the ideology that an increase in the entry of refugees increases crime. However, some of the other noun phrases support Cohen's theory as they describe the children as "heart breaking symbols", this is because the children are innocent. The Daily Mail on the other hand only uses noun phrases that increase moral panic. They do this by making the refugees more personal to the reader by saying their names and ages.

(A02)

What does the comparison of the use of the verbs show us about the representation of refugees in the media?

In source A, the literal use of the verb "washed up" shows just how desperate the refugees are to run away from Syria and go somewhere safer. This also shows the horrible deaths that the refugees suffered from as the verb has connotations of ruins and remains so this may create shock and make the reader feel compassion towards the refugees because of the way they died and were just left there like they are worthless of even a grave.

The verb "fled" is used repeatedly in the report and this may be to portray the desperation of the refugees, for example, "fled imminent danger" suggests that the refugees had no option and desperately needed to leave their countries otherwise their deaths were inevitable. The purpose of this is to appear sympathetic towards the refugees and possibly justify their actions. The report also says "fled war- torn Syria" and this is to portray how bad the situation is in the country they are running away from and the mention of the name of the country may make the reader feel more sympathetic towards the refugees because everyone knows how bad the situation is in Syria as they are aware of the ongoing civil war there.

AO3 contexts of reception (thinner...)

However the report also portrays some of the refugees as dishonest opportunists, for example it says, "the latter pose as the former". The verb "pose" suggests that some of them are not actually in danger in their countries but are pretending to be in order to come to U.K. and better their lives which may increase hostility in the community towards refugees as people may start thinking that they are just opportunists abusing the welfare system in U.K. It also suggests that some of them come by choice by saying, "choosing to leave", the verb "choosing" suggests that the refugees are not in desperate need for help and this will also increase strong feelings against refugees.

Source B uses verbs that portray refugees as victims that require help, for example, it repeats "desperately flee" which may make the reader feel sympathy towards the refugees because of how hopeless they are. Their desperation to escape is emphasised by the adverb "desperately". The report also says "fleeing violence, oppression and poverty" which may be seen as justification for the refugees coming to U.K because they would only suffer if they stayed in Syria.

AO1: some detailed considered examples of verbs; of data has extrapolated to show a clear pattern/difference in two sources rl. neg/pos but doesn't use it!

The verb "escape" also shows that the refugees are trying to urgently run away from the country and this would be because they are scared to die if they stay in the country. This make the reader feel an urge to help them because their lives depend on it.

The sun's approach is contradictory as it justifies the action of the refugees by referencing to how bad the situation in Syria is and this would make the audience feel sympathy towards the refugees as they would understand the need to move away from the danger while on the other hand it

suggests that moving is an option for them and they are not in danger. On the other hand, The Daily Mirror portrays a more coherent picture of all of the refugees as victims in need of rescuing from their dangerous government and the I.S.

Conclusion:

In conclusion, my investigation shows that the portrayal of refugees is more negative in the Right *Needs to* wing newspaper. The refugees are positively represented through the emphasis of the innocence *link* and vulnerability of the refugees especially the children in The Daily Mirror and this would make the *back* readers feel sympathetic towards the refugees and this also creates moral outrage. Both newspapers *to* portray the refugees positively by referencing to how bad the situation is in Syria as a result of their *hypothesis* president and I.S. as this justifies them moving away from the country. However, The Sun does highlight some issues in representation such as the binary opposites of "us versus them" which demonstrates Van Dijk's theory. The Sun also focuses on the capacity of the host country to take in the refugees which would make the reader believe that there are too many refugees entering the country.

Precinct summary of key findings

Evaluation:

Choosing newspapers that are both tabloids creates consistency in the investigation because they'll have the same audience as people who read tabloids are working class. The subject of the newspapers is also the same so this will increase consistency. Another strength of the investigation is that the language levels chosen were very closely analysed and they allowed me to see the differences between the papers.

The investigation would have been better if I looked at more newspapers as this would increase the sample size and show whether the results are apparent in more than just two newspapers. Using a larger sample may also have been helpful because I had to cross- reference some of the language levels, for example, the numbers because if I just looked at the numbers without looking at the nouns attached to them they wouldn't be reliable as they don't illustrate anything by themselves. Contextual features such as the time the newspapers were published also affects their reliability because they may have been emphasising certain points to aid a political campaign.
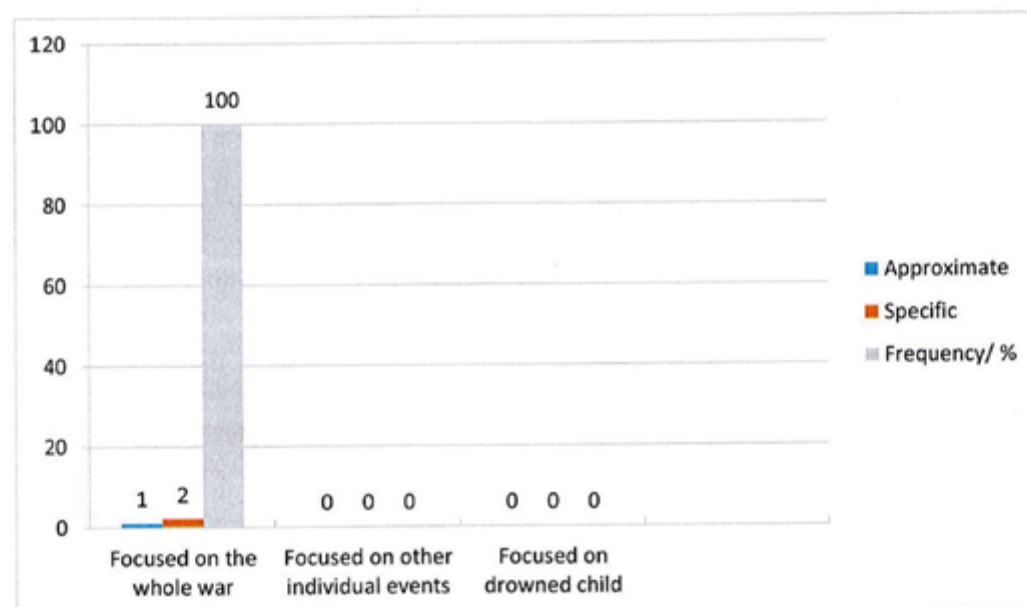
AP3 Contextual relevance

Appendix:

Numerals:

Graph 1.1: The Daily Mirror
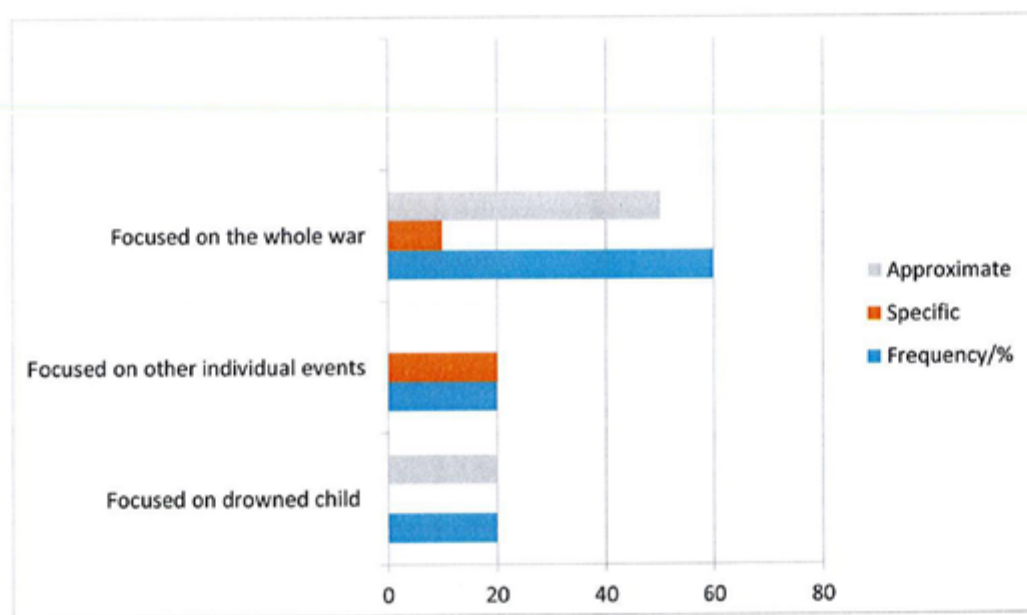
The Sun

Semantic Fields:

Table 2.1: The Sun

Vulnerability of refugees	Opportunism of refugees	Accountability of U.K.	Strength of U.K.	Warfare	Overwhelming numbers of refugees
Heart-breaking	Genuine	Welfare	Soaring	War-torn	Biggest
Migrant	Economic	Public	Rigorous		Biggest
Life and	Choosing to	Proud	Greater		Vast

death	leave				
Imminent	Attractive				
Genocidal	Different				
Bloodthirsty	Economic				
Desperate	Latter				
Persecuted	Former				
Civil	Truly				
Death					

Graph 2.1:
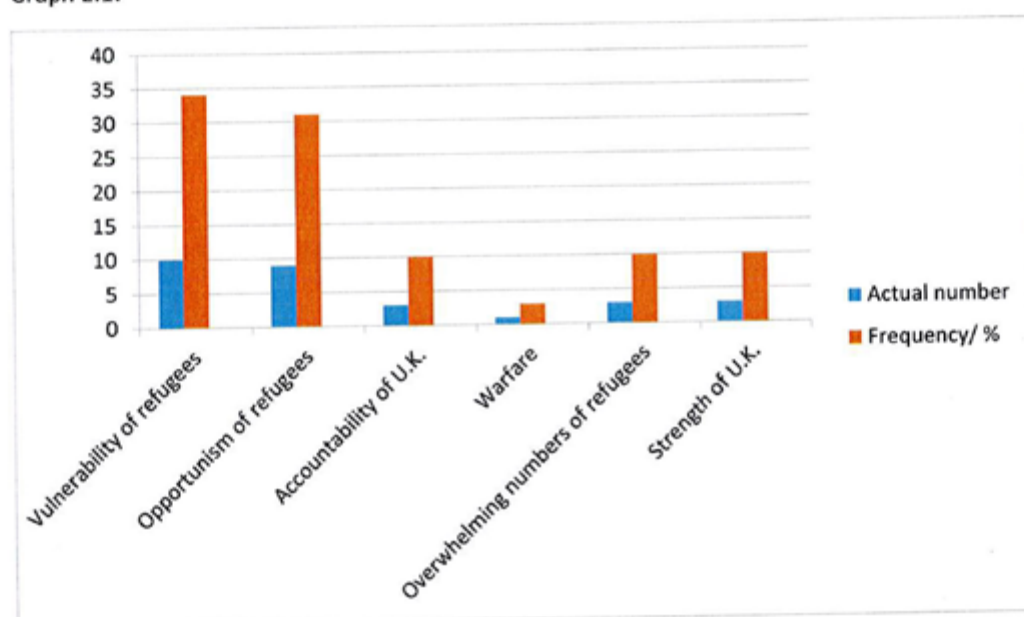
Table 2.2: Daily Mirror

Pain	Horror	Happiness	Warfare	Youth	Vulnerability of refuges
Washed up	Shocked	Pink	Unstable	Toddler	Migrant
Lifeless	Shocked	Flowery	War- torn	Child	Humanitarian
Lifeless	Shaken		War- torn	Little	Desperately
Waterlogged	Worldwide		War- torn	3 year old boy	Humanitarian
Blue			Civil	Five	Desperately
Black			Violent	Young	Dangerous
Tragic			Flammable	Tiny	
				Older	
				Young	
				Young	

Graph 2.2:
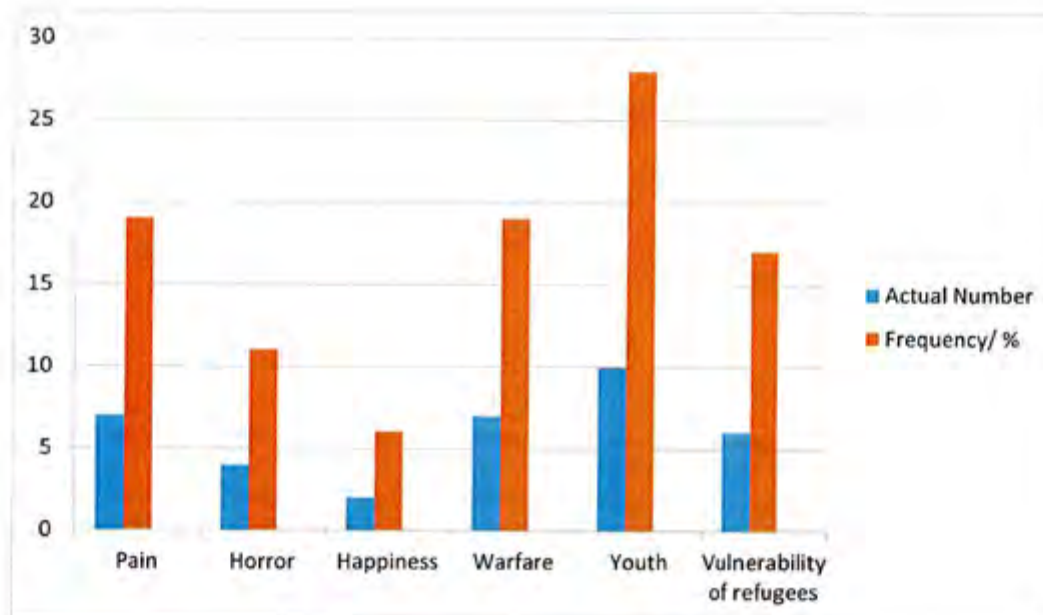
Table 3.1: Noun phrases used in Source A relating to refugees

Positive Depiction	Negative Depiction
Heart-breaking symbols	Economic migrants
life and death struggle	Migrants seeking solely to escape poverty
Desperate people	Not persecuted
Imminent danger	Biggest crisis
Genuine asylum seekers	Fleeing no- one
The truly desperate	Economic immigrants
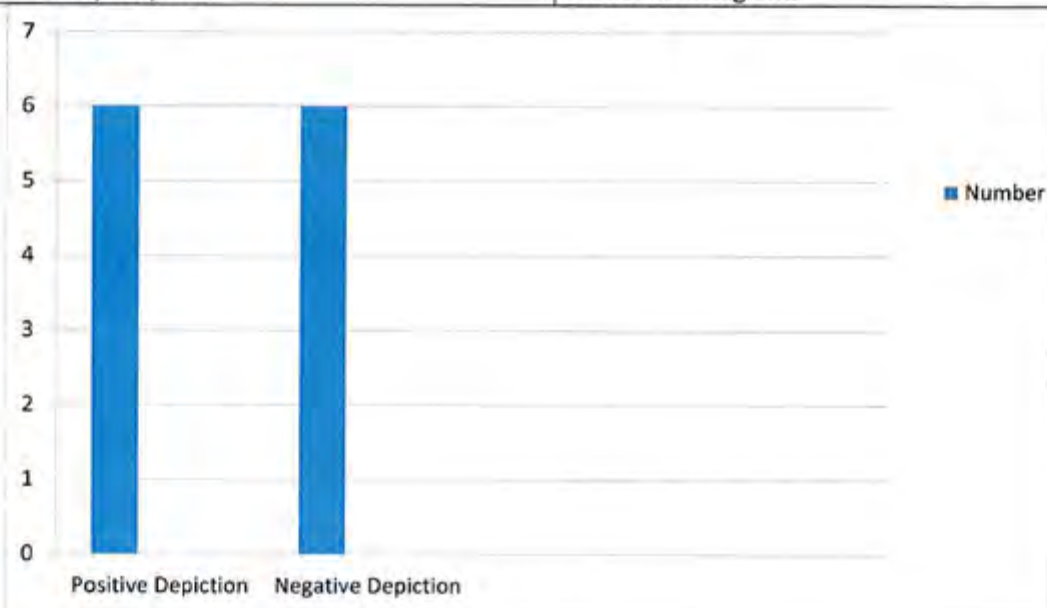
Table 3.2: Noun phrases used in Source B relating to refugees

Positive Depiction	Negative Depiction
Washed up dead	
Child victim	
Children who died while trying to escape	
3 year old boy	
Lifeless body	
Little Aylan	
Galip, five	
Mother, Rehan	
Young girl	
Tiny boy	
Older child	
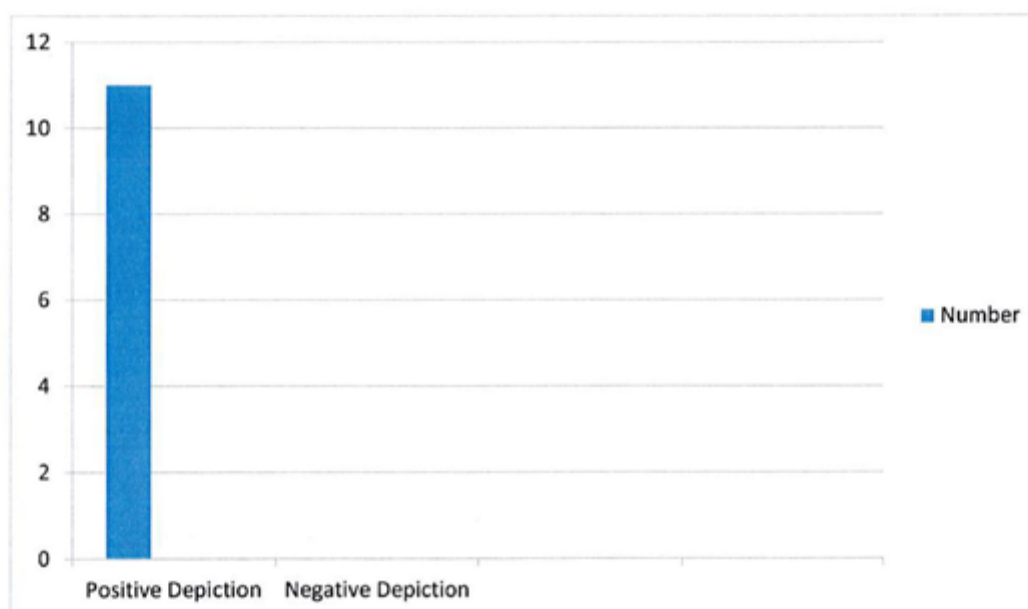
Table 2.1: Verbs used in Source A relating to refugees

Positive Depiction	Negative Depiction
One drowned	Escape poverty
Fled war- torn Syria	Choosing to leave
Fled imminent danger	The latter pose as the former
Fled for their lives	
Washed up	
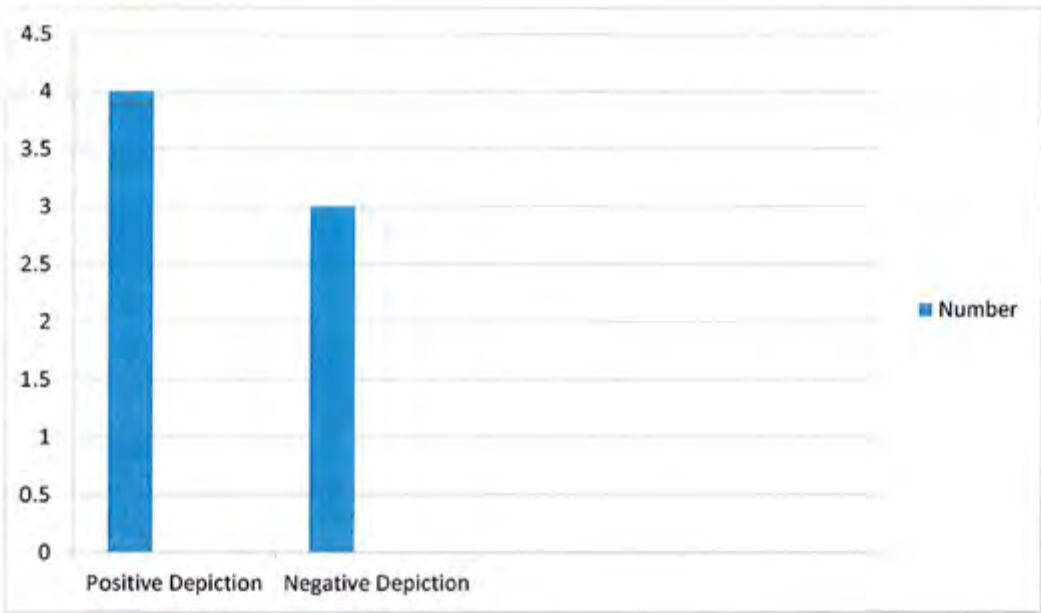
Table 2.2: Verbs used in Source B relating to refugees

Positive Depiction	Negative Depiction
Trying to escape	
Leave unstable countries	
Desperately flee	
Fleeing violence, oppression and poverty	
Desperately flee	
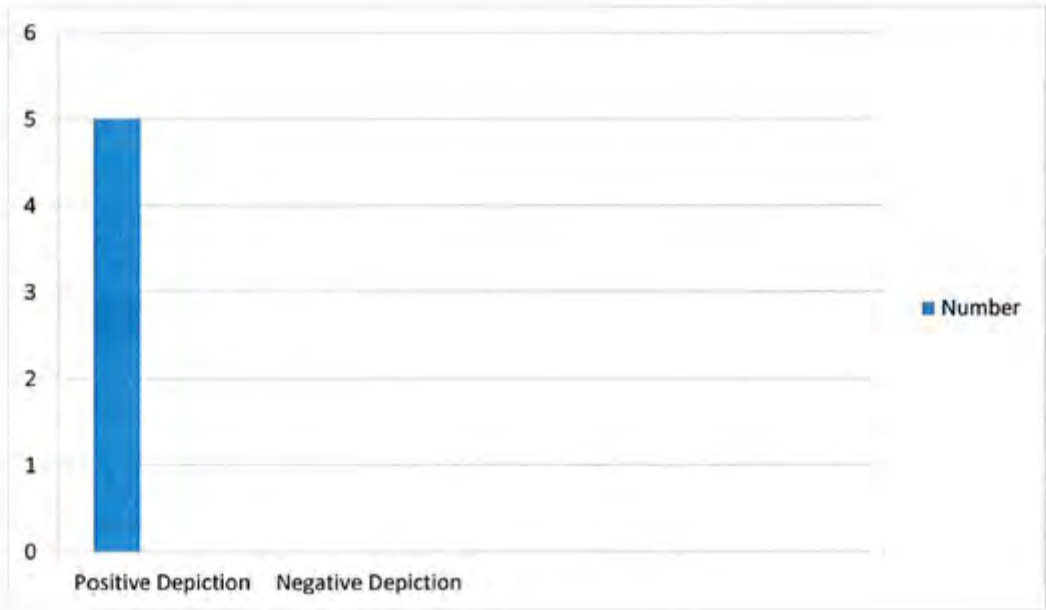
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Source A- https://www.thesun.co.uk/archives/news/30258/its-life-death/

Source B- http://www.dailymail.co.uk/news/article-3224090/The-image-Syrian-toddler-Aylan-three-washed-dead-Turkish-shoreline-shocked-world-not-child-victim-migrant-crisis.html

Moral panic theory- Cohen, S. (2002) *Folk Devils and Moral Panics*. London, Routledge

Binary opposition theory-
http://www.anthropology.ua.edu/cultures/cultures.php?culture=Structuralism

What Different Representations of Refugees Are Visible in a Comparison of The Daily Mirror and The Sun's Articles Covering The Movement of Refugees Into The U.K

Introduction:

The media is rife with language portraying power which is crafted to create or enforce certain, often political ideologies. Due to the civil war in Syria many people have been forced to leave the country to seek refuge in other countries therefore the media coverage on the movement of refugees has increased and informed this investigation.

The impact on the British public is interesting as tabloid newspapers can use language to portray an ideology and enforce it on a reader. This concern led me to choose two newspapers with different political alliances and analyse how these two different representations of refugees may be affected by these alliances.

Hypothesis

As the right wing newspaper has very conservative views, I expect it to portray the refugees more negatively than the left wing newspaper. Therefore the right wing newspaper may use language that demonstrates Van Dijk's "Us versus them" theory to create a divide between the refugees and the British public.

I expected The Daily Mirror to portray the refugees as victims escaping danger in their country so they incite sympathy in the readers. As a result, the newspaper may support Cohen's theory about moral panic by emphasising the scale of the humanitarian crisis forcing people to seek refuge in other countries; evoking empathy for the refugees.

Both articles covered the same story immediately prior to the EU referendum: the movement of refugees. This ensured consistency between the newspapers though bias was still a concern.

Bibliography:

Source A- https://www.thesun.co.uk/archives/news/30258/its-life-death/

Source B- http://www.dailymail.co.uk/news/article-3224090/The-image-Syrian-toddler-Aylan-three-washed-dead-Turkish-shoreline-shocked-world-not-child-victim-migrant-crisis.html

Moral panic theory- Cohen, S. (2002) Folk Devils and Moral Panics. London, Routledge

Methodology:

Two politically opposing tabloid newspaper articles (The Sun and the Daily Mail) were analysed to ascertain whether political alliances affect the way in which the newspaper reports and represents the refugees.

The analysis was focused on the number of the following in each newspaper:

- noun phrases,
- the semantic fields on the adjectives,
- verbs,
- The focus of the numbers used to possibly incite sympathy or hatred in the readers.
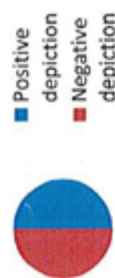
Conclusion:

My investigation showed that the right wing newspaper represented the refugees more negatively than the left wing paper. Both papers emphasise the refugees' vulnerability which would create empathy for the refugees and justifies their actions but The Daily Mirror does this more by continuously referring to the youth of the refugees and therefore making them even more vulnerable and innocent. The Sun creates a social divide between the British public and the refugees by highlighting the "us versus them" ideology whereas The Daily Mirror doesn't. The Sun also focuses more of the accountability and capacity of the host country to take in more refugees rather than the reason why the refugees have to leave their home countries.
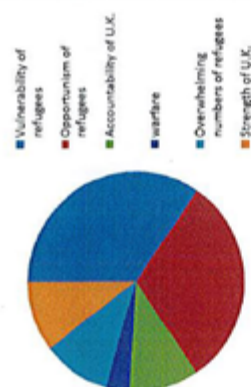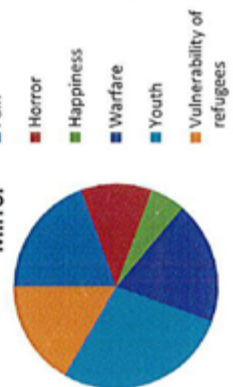
Results:

Some noun phrases used by The Sun created a social divide by suggesting that some of the refugees are not genuine and are opportunists. However, other noun phrases created moral panic, for example, when addressing the children. The Daily Mirror increased moral panic by making the refugees personal by mentioning names and ages.

Both articles used adjectives with the semantic field of vulnerability which created moral panic. However, the Sun article also questioned the capacity of the country to accommodate the refugees. This demonstrated Van Dijk's "Us versus them" theory. The Daily Mirror used adjectives with the semantic field of youth to show how vulnerable the refugees are and hence created moral panic.

The verbs used in The Sun stated that the situation in Syria is intense which justifies them running away but the article also suggests that some of them are moving by choice. Conversely, in the Daily Mirror, all refugees are victims and trying to escape danger in their country.

Both articles use specific numbers but their purposes are different. The Daily Mirror used them to create moral panic because of the large number of deaths from the war; the audience would understand why the refugees need help whereas The Sun's focus was on the host countries and how many people have entered the country which created a social divide as the audience would see them as invaders. This supported my hypothesis as the focus on the host country supports the Marxist theory: the media supports the government's ideologies because the government believed that too many refugees were entering the country.

Semantic fields in The Sun

Legend: Vulnerability of refugees; Opportunism of refugees; Accountability of U.K.; warfare; Overwhelming numbers of refugees; Strength of U.K.

Semantic fields in The Daily Mirror

Legend: Pain; Horror; Happiness; Warfare; Youth; Vulnerability of refugees

Noun phrases in The Sun

Legend: Positive depiction; Negative depiction

Noun phrases in The Daily Mail

Legend: Positive depiction; Negative depiction

Evidence to support two of the language levels analysed

L4/7 • register - successful adaptation - easy Appropriate for a generally educated audience intolleted in language.

L3/6/7 • Visual elements create coherence acord (combined written method's and results - enabling reade v visual + w) to assimilate them easily.
Pie charts translate the findings of sematic fields / NPs into clear representation, of bias / themes.
Layout looks a little awkward and unprofessional in places but doesn't detract from accessibility

✗

Carefully considered visuals ensure clarity in showing methodology and results
Noun phrases showcased as examples to detail interesting aspects of study. Combination of colour and diagrams ensure interest of reader

Exemplar 5

AO1 – The candidate has chosen a relevant topic and offers a clear set of investigation aims. The data sources are well contextualised and are analysed in a systematic way. On the whole, the Investigation adopts a clear writing style and is well organised. There are instances where the analysis could have drawn on evidence to provide a more compelling case. The capture of data into graphs is useful, though cross-referencing might have been aided through inclusion of graphs within the body of the Investigation.   Level 4 - 7 marks

AO2 – There is a good level of knowledge of concepts/issues, drawing on linguistic and social theorists to underpin the premise of the Investigation, though a greater critical engagement with concepts and theories would have enriched the analysis section. In particular, the binary nature of media language is particularly usefully applied. Level 4 – 7 marks

AO3 – The candidate has demonstrated good awareness of the contexts of media production, the specific political leanings of each of the Newspapers that they have used, and the broader contexts of the refugee crisis and how this has been documented within the media in order to shape and reflect public attitudes. Level 4 – 7 marks

AO5 – The candidate has produced a visually stimulating Poster and has transferred key details from the Investigation onto the poster. The Poster is not organised in the most coherent manner, in that the conclusion section sits in the middle, but the efforts made to synthesise the key information within each section is generally successful. The register is appropriate for the general academic audience. The use of visual tools to communicate information is also successful. Level 4 – 7 marks

Overall mark: 28

Exemplar 6

How does Katie Hopkins use language to assert power on This Morning?

The candidate uses the transcripts of three interviews that have been published on the internet.

Introduction

Katie Hopkins is a renowned for being loud, opinionated, extremely controversial and often confrontational; she is a business woman, a mother, and is extremely career driven. Katie first appeared on The Apprentice in 2007, and made it to the semi-finals before quitting the show before the final. She has appeared on I'm a Celebrity...Get Me Out of Here! on ITV and Celebrity Big Brother on Channel 5 as well as appearing on This Morning. Katie also is a columnist for the Daily Mail online and has written columns in The Sun. Before all this she was even trained as an economist; (a graduate of Royal Military Academy Sandhurst,) Intelligence Corps bursar and qualified marketer. People have mixed opinions about Katie, many people hate her for her outrages comments. There was even a petition to ban her from all TV appearances after a comment that upset many people in Scotland and around England, and this led to her not being brought back on to This Morning by ITV bosses.

Katie sparks mixed opinions which often leads to her being attacked by numerous haters, often on Twitter. However she is an incredible woman that has accomplished many things intellectually and in her career which deserves praise. She is ruthless and can handle criticism head on and it doesn't seem to phase her, she is truly a fierce business woman. The way in which she behaves, holds herself and speaks is what made me decide to investigate her use of language. Her unconventional language features makes her use of language intriguing.

Her use of language techniques to obtain power are what I intend to focus on throughout my investigation. In particular when she is answering questions on This Morning, a daytime TV show.

[Margin annotations: AO3 — establishes interesting subject of the investigation; AO3; AO1+2 — establishes language focus]

Methodology

I chose three episodes of This Morning with different topics of discussion and collected two transcripts for each, this helps me to draw a reliable conclusion on the language choices Katie uses. The first transcript is on the topic of children's names, "children that have intelligent names tend to have fairly intelligent parents and they make much better playdates therefore for my children." The second on the topic of tattoos, "Are tattooed celebs bad role models?" and finally "Too fat to work" in which Katie feels that looks are everything when getting a job. These episodes were a few of the most controversial and confrontational episodes where Katie is present and her opinions got Phillip, Holly and the guests extremely agitated and shocked.

[Margin annotation: AO3 thoughtful set of data]

I will be analysing the following language choices used by Katie Hopkins:

[Margin annotation: ✓ AO1 applies appropriate language methods]

- Interruptions and overlaps

- Non-fluency features: fillers and false starts

I shall count the number of techniques used to produce graphs and tables to help me to compare and evaluate in order to answer my questions, "how does Katie Hopkins use interruptions to assert influential power?" and "how and why does Katie Hopkins use hedging and fillers?" I can compare her use of language to those stereotypes of language that linguistics have identified for men and women. I will be able to refer to the research of Zimmerman and West, who found that men are more likely to interrupt than women due to being superior and dominant in conversation. Deborah Tannen said that women's language is more polite and supportive; they are more accommodating when they speak whereas men are more abrupt, dominating and want the upper hand within a conversation. George Keith and John Shuttleworth's research found that men use more competitive interruptions and women used more co-operative interruptions. Robin Lakoff found that women's language is inferior to men's language and William O'Barr and Bowman Atkins findings challenged Lakoff's view of women's language, in researching what they describe as "powerless language", they show that language differences are based on situation-specific authority or power and not gender. All this research will help me to analyse Katie Hopkins use of language to assert her influential power.

[Margin annotation: AO2 uses sound knowledge of past research / range related concepts]

I will need to consider the context. This Morning is aired live on ITV, and some of it will be pre-planned and scripted which benefits the presenters. The show however is mostly unscripted which influences how they speak because there free to say what they want to as they don't need to follow a script which makes it spontaneous.

[Margin annotation: ✓ AO3 clearly considering context]

Results and Analysis

How does Katie Hopkins use interruptions to assert influential power?

[handwritten annotation: AO1 – well formed research questions]

I will consider the research of Zimmerman and West that focused on interruptions and overlaps in 1975, leading me on to the research of George Keith and John Shuttleworth's which focused on competitive and co-operative interruptions. In addition, I'll be analysing the work of Deborah Tannen who devised 6 contrasts between the language of men and women. I will focus on status vs support and conflict vs compromise.

[handwritten annotation: AO2 aware of related research]

Language feature	Total number of overlaps and interruptions
Interruptions and overlaps	38

Interruptions and Overlaps
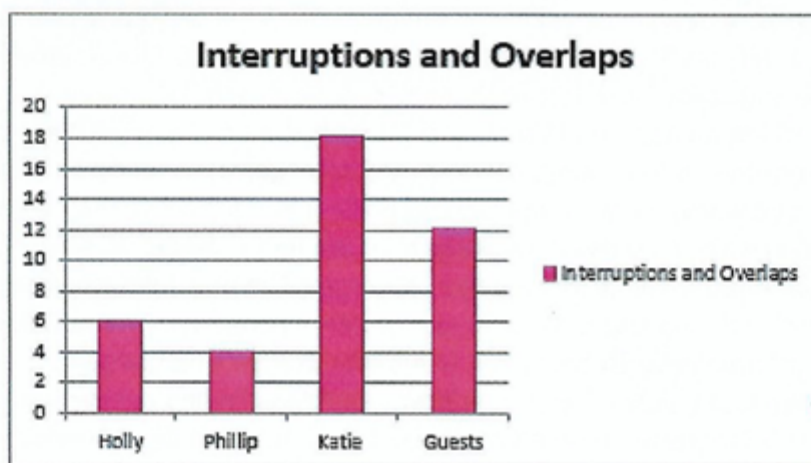
Katie Hopkins used considerably more interruptions than the others, having a total of 18 interruptions. This seems to contradict Zimmerman and West's research as they found that men are more likely to interrupt than women. In the 11 conversations between men and women they investigated, the men used 46 interruptions whereas then women only used 2. The male presenter Phillip Schofield used the least number of interruptions compared to his female co-host Holly Willoughby and Katie Hopkins, including numerous female guests present on some episodes. Katie's interruptions were more abrupt than the others, and she expressed an opposing opinion, "yeah then I would say that's because looks still matter you know" and she is incredibly forceful when voicing her opinion. She also stops the others mid-way through a point because she doesn't deem what they are saying as important. She even interrupts the hosts of the show. She is extremely dominant and is very forceful which

[handwritten annotation: AO2 interprets in light of past research]

AO3 interprets specific examples in context

contradicts what many linguistics have found out about women's language seeming to fit the male stereotype. However her use of language could be influenced by her personality, her profession or her TV persona of being controversial and dominate.

AO2 draws tentative conclusions thinking critically

Katie Hopkins' use of language seems to contradict linguists, like Deborah Tannen who devised 6 contrasts that include status versus support. This suggests men in conversations are competitive and seek to gain the upper hand and prevent others dominating them when they are speaking, and that women are seeking confirmation and support for their ideas. However Katie Hopkins doesn't appear to want others to support her as she is just expressing her controversial opinions, she's also not wanting to gain status. This abrupt way of using language when she speaks, is due to her personality, as she is known for being loud and controversial. Another of Tannen's contrasts, conflict versus compromise is also contradicted by Katie as the compromise aspect believes that women refuse to oppose others openly which Katie isn't worried about, "no not at all, I think you know if you look across the". She doesn't mind having a conflict, as she will assert herself even if it starts an argument. Katie tries to assert her influential power so this could be a factor in the way she uses language, as she needs to persuade people to agree with her or accept what she is saying because she has no authority to make or influence others like Holly and Phillip have as they are the hosts of the show. They don't need to be as abrupt with their language choices as they have instrumental power as they are the host of the show, they don't often use this power unless an individual is digressing from the question.

AO1+2 systematically narrows the focus of the research.

George Keith and John Shuttleworth researched competitive interruptions and co-operative interruptions, which have been used by Katie, Phillip, Holly and the guests.

	Competitive Interruptions	Co-operative Interruptions
Katie	18	0
Holly	5	1
Phillip	3	1
Guests	11	1

Katie Hopkins uses only competitive interruptions as she is challenging the others' opinions and is adamant that her opinion is correct, "I tend to think-children that have intelligent names, tend to have fairly intelligent parents and they make much better playdates therefore for my children". A controversial statement that agitated the others, she does this as she is renowned for being loud, opinionated and extremely controversial so she can keep up her persona when she is on TV, on This Morning and on other TV appearances.

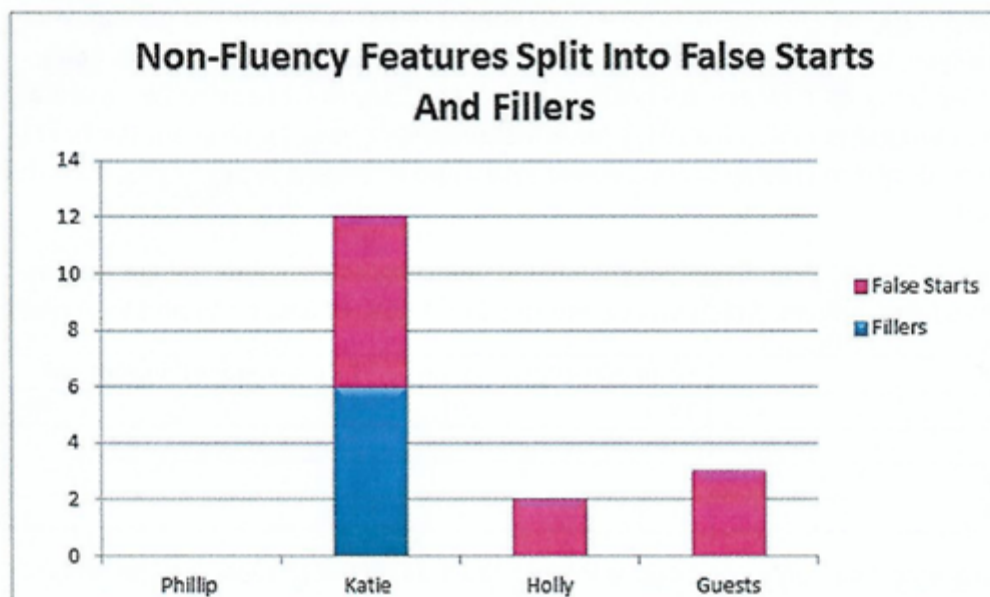*AO1 applies language methods to draw interesting findings from the data.*

Whereas presenters, Holly and Phillip use both, but mostly competitive interruptions. This is because their controlling the conversation as they need to keep others on the topic of discussion and to get information so that their audience is informed and entertained. "Are they, wouldn't you say" is what Phillip says to prompt Katie to give her thoughts on what he has previously said. Katie actually contradicts what they say

as women talk too much, are politer and indecisive and support each other however men are insulting, dominate the conversation and speak with more authority and interrupt more. Katie seems to behave more like a man as she interrupts more and dominates as she is a strong character and will not give up easily as she feels she is right in her opinions.

How and why does Katie Hopkins use non fluency features?

Robin Lakoff in 1975, published an influential account of women's language and claimed that women's language is inferior and often uses non-fluency features. I will also consider the research of William O'Barr and Bowman Atkins that are known for developing the idea that language differences are situation-specific, relying on who has the authority and power in a conversation, rather than the gender of the people involved, which contradicts what Robin Lakoff says.

In the graph below it shows that Katie uses the most non-fluency features, and equally uses false starts and fillers when she speaks.

[handwritten annotation: AO2 secure knowledge helps shape investigation]

Non-Fluency Features Split Into False Starts And Fillers

Katie could have used the most as she speaks the most as she gives less opportunity for anyone else to speak, she intimidates the guests and is more forceful, "I'm just finishing-." she actually stops a guest from speaking and then the guest doesn't speak again until Holly the presenter speaks. She uses the most non-fluency features, she uses a lot of fillers which gives her thinking time to collect her thoughts before continuing speaking, "they say oh, erm their child comes out and oh let's say." It helps her to think and structure her speech so she comes across confident and that she knows what she is talking about. Robin Lakoff's research would suggest that this is a feature of her speech because Katie is a woman, women's language is inferior and often uses non-fluency features due to softening what they say and to be politer, as women have certain standards set upon them to uphold when they speak,

[handwritten annotation: AO2 critically reflects]

Katie contradicts this though as she isn't trying to be polite. She instead fits into what William O'Barr and Bowman Atkins said as her language is due to the situation that she is in on This Morning and renowned for being controversial so she is trying to assert her influential power.

The use of false starts could be because she is changing what she is saying. Katie along with the others on the show our unscripted and the show is happening live on TV "of course, of course a job comes down to how you look and." This means that what they say cannot be altered so they need to alter what they are saying through the use of false starts if they make a mistake or decide to change what they were going to say, which gives her a moment to rephrase what she wanted to say. She is a regular on the show so is more aware and practised being on the show to use this technique not just because she speaks the most.

AO3

considers content throughout.

Conclusion

Within my analysis I found that Katie uses a lot of interruptions and overlaps when she speaks, her use of language seems to contradict what Zimmerman and West's research suggest that men are more likely to interrupt than women. The women on the show use interruptions and overlaps more than the man. The research of George Keith and John Shuttleworth about competitive interruptions and co-operative interruptions also helped with my analysis, and I found that Katie uses the most competitive interruptions out of them all and used no co-operative interruptions. This could be because she is attempting to assert her influential power and is attempting to dominate the conversation as she is attempting to put her opinion across and encourage others to agree with it, or influenced by her loud, opinionated TV persona.

Overall, I found that the language used by Katie Hopkins includes a lot of non-fluency features. Katie in particular uses a lot of fillers when she speaks which suggests that the unscripted, instructed nature of This Morning has influenced her speech as she is speaking from her own mind. There are moments in which she has to think about what she has to say which leads her to use fillers to give herself some time to think and have a moment to collect her thoughts before continuing speaking, this suggests that it's not her style of speech but she is adapting her speech to suit the TV show. This supports Robin Lakoff's research as she claims fillers are a feature of women's language as their speech is inferior to men's. Katie appears to agree with William O'Barr and Bowman Atkins said as her language use is due to the situation that she is in.

Katie Hopkins' use of language seems to contradict linguists, like Deborah Tannen who devised 6 contrasts that include status versus support, and conflict versus compromise. The way she uses language is complex and often far from conventional which is what makes Katie Hopkins stand out.

AO2+3 draws tentative conclusions considering the context.

AO2+3

AO2 draws interesting conclusions.

Evaluation

During the course of my investigation, the data that I collected was successful as I managed to identify numerous language features within each transcript and access to the episodes was straightforward through YouTube. However collecting the data was time consuming, I had to use YouTube to watch the episodes and I then had to write up the transcripts myself which was a challenge.

I was able to use a wide range of past research that was reliable and helped me to analyse my data. However for non-fluency features the research available for that was slim and fairly hard to find at first.

To further expand my investigation I could have gathered more data from This Morning and potentially could have used a variety of episodes in which Katie Hopkins is present from different years, to see if there was any change in her language. I could have also compared Katie's usage of language on different shows, like when she was on 'The Apprentice', 'I'm A Celebrity… Get Me Out Of Here' or 'Celebrity Big Brother' to see if she is consistent across different contexts. I could have potentially compared her to another controversial character like Katie Price to investigate whether this is a pattern of women that don't fit into the theories of many linguists due to the persona they have created for entertainment purposes.

AO2 mature reflection on the potential scope.

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HOS To - see comments on term.

How does Katie Hopkins use language to assert her power on This Morning?

Megan Stone   3273

Introduction

Katie Hopkins is renowned for being loud, opinionated, extremely controversial and often confrontational; she is a business woman, mother, and is extremely career driven. You may recognise her from TV programmes such as 'The Apprentice', 'I'm A Celebrity... Get Me Out Of Here', 'Celebrity Big Brother' and 'This Morning.' Not only has she appeared on our TVs but also our newspapers, she is an online columnist for the Daily Mail and has written in The Sun also. A very controversial women who has been axed from This Morning by ITV bosses due to a petition being made to ban her from all TV appearances. She sparks outrage on a daily basis and has caused people to have very mixed opinions about her, and is often attacked by numerous haters on Twitter, this however doesn't seem to phase her due to her ruthless character she can handle anyone's criticism. They way in which she behaves, holds her self and speaks is unconventional and this is what made me decide to investigate her use of language, I will be looking at how she uses language to assert her influential power whilst on This Morning.

Methodology

Three episodes off This Morning were chosen with different topics of discussion and collected two transcripts for each which will help to draw a reliable conclusion on the language choices Katie uses. Firstly chose an episode that had the topic of children's names, 'children that have intelligent names tend to have fairly intelligent parents and they make better playmates therefore for my children.' Secondly an episode with the topic of tattoos 'are tattooed celebs bad role models?' and lastly about weight affecting your work, 'too fat to work.' These particular episodes are the most controversial and confrontational that sparked opposing opinions from guests, hosts and audiences.

The language features Katie used were interruptions and overlaps and non-fluency features. The research compared her language to those stereotypes that linguistics have identified for men and women, referring to the research of Deborah Tannen, Zimmerman and West, George Keith and John Shuttleworth, Robin Lakoff and William O'Barr and Bowman Atkins. As well as considering the context that could affect her language choices. This research will help to analyse Katie's use of language to assert her influential power.

Non– fluency Features:

Fillers = An often meaningless word is inserted into speech often to give the speaker thinking time, e.g. 'right', 'well', 'you know'.

False starts = Common in spontaneous speech where the speaker begins to speak and then self corrects and rephrases.

Interruptions and Overlaps

An interruption is when a speaker is stopped when they are talking and another person speaks instead.

An overlap is when two people speak at the same time.

Influential power

Means someone who has no authority to make you do anything but there attempting to persuade you to do it, e.g like politicians

Instrumental power

When the person already has power over usually due to authority or law, e.g a teacher in a classroom.

Results and Analysis

Katie uses the most interruptions and overlaps, even more than the male presenter, Phillip Schofield who stereotypically use the most due to male characteristics of speech. This could be because she is attempting to dominate the conversation and to assert her influential power, this is shown below in the table and graphs:
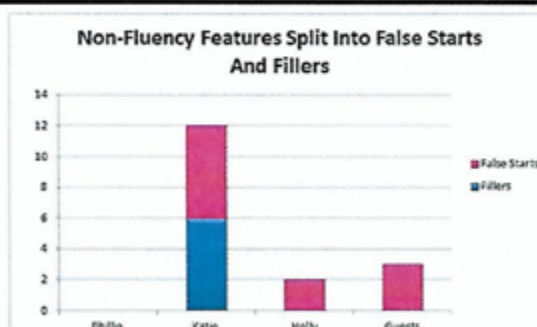
Language feature	Total number of overlaps and interruptions
Interruptions and overlaps	38

Interruptions and Overlaps

Katie also uses a lot more competitive interruptions (that challenges the other speakers) and is the only one to not use any co-operative interruptions (that supports the other speakers). This is shown below:

	Competitive Interruptions	Co-operative Interruptions
Katie	18	0
Holly	5	1
Phillip	3	1
Guests	11	1

Katie also uses the most non-fluency features, which could be because she is the one who speaks the most or because of her gender as women use more non-fluency features than men, which would be why Phillip doesn't use any. this is shown below in the table and graphs:

Non-Fluency Features Split Into False Starts And Fillers

Conclusion

Her language use of interruptions and overlaps seemed to contradict Zimmerman and West's research as she used more than Phillip on the show. The research of George Keith and John Shuttleworth helped my analysis because I found that Katie used competitive interruptions the most.

My research found that Katie used a lot of non-fluency features, especially fillers when she speaks which suggests that the unscripted, instructed nature of This Morning has influenced her speech as she can speak from her mind. This supports the research of Robin Lakoff as he claimed women use more fillers as women are inferior to men which Katie supports due to her use of fillers however this also supports William O'Barr and Bowman Atkins research due to the situation that she's in.

Bibliography

http://aggslanaguage.wordpress.com/2009/09/20/obarr-atkins I used this site to find out further information about O'Barr and Atkins

http://www.universalteacher.org.uk/lang/gender.htm# I used this site to find out about the linguistics and their gender research

http://www.katiehopkins.co.uk/ I used this to find information out about Katie Hopkins

Exemplar 6

AO1 – The candidate does adopt a reasonably coherent approach to analysing specific language features within the data sources in order to explore concepts of linguistic power-claiming techniques. The language specific terminology is generally accurately applied, but this response does not always provide sufficient depth of analysis to achieve at the higher levels. The candidate organised their Investigation in a coherent manner throughout, and tables are usefully employed to present data. Level 3 – 6 marks

AO2 – The candidate has utilised a couple of useful theories in relation to power-claiming techniques and though these might have been addressed more closely in the early sections of the Investigation, the candidate does make a reasonably convincing case as to how Hopkin's language use refutes or supports the underpinning theories. Level 3 – 6 marks

AO3 – The candidate provides useful contextual information as to the professional and media persona of Hopkin's and considers the implications of this constructed identity on some level. There is also an awareness of audience reception. However, beyond this the contextual influences on the language use seen in the data sources is under-developed. Level 3 – 6 marks

AO5 – The candidate has addressed the key sections from the report in a reasonably effective way, and have communicated ideas through visual tools cater to the needs of the new audience. The register is a little informal at times, but the writing is generally clear and accessible. There is perhaps too little written content, to fully extrapolate the key details of the Investigation in meaningful detail. Level 3 – 5 marks

Overall Mark: 23

Exemplar 7

Does language in fashion online magazines oversexualise a female's appearance more than males?

The candidate has used a variety of articles and data from online fashion magazines.

Personal Investigation

TITLE: DOES LANGUAGE IN FASHION ONLINE MAGAZINES OVERSEXUALISE A FEMALE'S APPEARANCE MORE THAN MALES?

INTRODUCTION:

I have chosen to research the Language used in the media regarding a female's appearance compared to males. I feel as though, more and more, fashion articles have decretal evidence woman are being oversexualised as a result they may have deeper description of their appearance within the lexis. There is this stereotypical idea that men are not so much into fashion, however as women we are expected to care about how we look and know everything about fashion in order to do just that and if not for ourselves who for? Men. So, in this investigation I want to prove that linguistics hugely provoke women over sexualisation than men when commenting on what each gender wears and the female body is still being discreetly seen as objects, even with the improved society today for gender equality, objectification towards women still lurks within the media but more visually in the fashion industry. What I am expecting to find is that my chosen frameworks will be of a higher quantative result for women towards my frameworks than they will result in for men.

clear focus … writing not always coherent.

METHODOLOGY:

I first have looked at online magazines focusing on fashion, and found comments towards celebrity women, couples and searched for whether they focus on the women more so than the male for their appearance. Secondly I have found online sources of data from GQ online, glamour magazine etc, so I have a range of both a women target audience magazine and male target audience, to analyse if there is similarities or differences.

I have made a tally chart to create quantative data for both genders, counting up how many adjectives, adverbs, abstract nouns and possibly even hidden sexual references used to describe either gender, this is not a fourth framework, it's just something I think should be considered of when analysing my three frameworks. Reasons as to why I don't want to look at any older sources of medium like newspapers is because I want to focus on how modern media specifically has this effect on women. My frameworks adjectives, adverbs and nouns have been specifically chosen due to what I think makes up the objectifying opinions towards women in fashion, all of which are linguistic registers, adverbs and adjective are known to add more description, in terms of the types of nouns I expected to see more of abstract nouns such 'love'.

Personal Investigation

Adverbs

	Adverbs
Male	2
Female	2

I found the online version of the glamour magazine and there was a fashion section which commented on celebrity couples specifically and what they wore. The first couple was Diane Kruger and Joshua Jackson, the writer whom is not mentioned, first goes to compliment Diane Kruger saying she looks 'perfect in a sparkly mini dress' the auxiliary verb 'perfect' within this declarative sentence is describing Kruger as faultless and meeting the requirements to look great. I feel there was no bad intention in the use of the adjective itself however this did remind me that this could be a risky word to use within fashion as it is a very diverse industry so 'perfect' may lead anyone to think that mini dresses are the beauty standard to take on.

An example I had collect from the Glamour Magazine is the comments towards a couple at the Hail Caesar premiere, Amal Clooney and George Clooney. The description in the declarative sentence first goes to complement both of them as a couple as 'always effortlessly stylish', the adverb of frequency 'always' is used to pre-modify the adverb of manner 'effortlessly' which is then used to indicate that there was no need for huge input to their outfits yet are still 'stylish'. Although this is first recognised as a compliment towards both Amal and George, it's possible that due to their attractiveness that anything they could wear would still be seen as stylish, it could be a factor that their looks influenced this comment as being 'always stylish'. However, I do come to question if whether it's really about the clothes or the body that is really being described in some of my primary sources, such as this and my analysis on Sami Miro, her outfit being described as 'nude'. (see adjectives)

Referring to my data collection tally chart shown above, the results are equal for Adverbs throughout all the primary source data I have been able to collect. Both genders had resulted in 2 points each for the use of adverbs. All of which were found in the Glamour Magazine for women and not in GQ for men audiences and the only reason why the genders both scored equally was due to two adverbs being used towards both of the genders, therefore scoring two each. However, the fact that the adverbs that I had found were only in the Glamour Magazine is interesting. Adverbs, according where they were found tells me that it is a possible factor that due to the Glamour magazine having a female target audience that this may have an influence to why adverbs were more frequently found here. The 'ad' in the word class adverb means to 'add' information to the 'verb', this could be that women are drawn to more description and detail especially towards the topic of fashion opposed to how men would not appreciate it as importantly in their vocabulary. Building on to this point that women tend to be drawn to more detail in language, similarly the famous linguist Robin Lakoff in 1975 wrote a book called 'Language and Women's Place'[1] and mentioned that women tend to use more empty adjectives then males. Therefore as adjectives and adverbs have the same intention to add more detail, therefore it's worth taking into account that women may use adverbs more than men and Lakoff may have missed this out in his book. My finding clearly showed that no adverbs were found in GQ but were found in Glamour Magazine which is a female targeted magazine.

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[1] **Robin Lakoff 1975** http://www.universalteacher.org.uk/lang/gender.htm#lakoff

Personal Investigation

magazines do the same thing.'[2] The writer of this article mentioned that she noticed that male magazines may show eroticized images of women but female do the exact same thing, again this could all of been down to the history of women's place in society, however instead of making it a weakness magazines and other sources of media try to use it as a strength, as an inspiration, unfortunately then the problem of beauty standards come In, a vicious cycle due to what has been programmed in a female mind since inequality of gender began.

Building on this point, within my research I also did some of my own secondary research, a piece of text I came across on a website named PBS News Hour and I found an article on the sexualisation of women in magazines in terms of advertisement images. It talks about a study that was carried out by the Wesleyan University in 2008 [3], this search involved 1,988 advertisements from 50 well known American magazines. The universities studies found that half of these magazines portrayed women as sex objects and they were considered this based on their posture, facial expression, make-up, the camera angle and lastly the amount of skin that was being shown. In my opinion this is way too many factors to which a women can be over sexualised through, which to me shows that something like makeup could be used as an excuse and only make over sexualisation easier to do. The objectification theory by Barbara L. Fredrickson from the University of Michigan reads 'that girls and women are typically acculturated to internalize an observer's perspective as a primary view of their physical selves…' [4] which means in result to over sexualisation being so easily done more so to women, this results in mental health issues. These illnesses including bulimia which can also be known as 'purging' to models who have been turned away due to agencies telling them that they have 'problem areas'.

From my data collection, there were 9 adjectives used describing a women appearance, compared to only 3 adjectives used for a men's appearance out of my own data. The results for adjectives were clearly higher and more frequently used towards a female aesthetic appearance compared to a males, this could be a good signification that women are more deeply looked into when it comes to appearance. At the University of Buffalo (1) sociologists analysed more than 1,000 Rolling Stone cover images that were published over the duration of four decades. Their studies found that both genders have in fact over time become more commonly seen as oversexualised. In the years of the 1960's they found that 11 percent of men and 44 percent of women on the Rolling Stone covers were showing representation of over sexualisation, compared to the 2000's an increase to 17 percent of men and 83 percent of women were seen as sexualised. Although both genders have an increase, it's the women that have become more oversexualised than men over the years which is what they concluded, that women were more likely. Females tend to use more adjectives such as 'blue' or 'shiny' because it's to be a very feminine thing when women like anything to be neat, eye catching, pleasing to the eye, so therefore descriptive words like adjectives tend to come out in a female's vocabulary more often and so it makes sense to use adjectives for a female target audience.

[2]**Alex Bilmes Quotation** http://www.theatlantic.com/sexes/archive/2013/03/womens-magazines-objectify-women-just-as-much-as-mens-magazines-do/274330/
[3] **Wesleyan University Study and University of Buffalo findings**
http://www.pbs.org/newshour/updates/social_issues-july-dec13-sexualization_12-21/
[4] **Objectification Theory** http://www.sanchezlab.com/pdfs/FredricksonRoberts.pdf

Personal Investigation

Adjectives

	Adjectives
Male	3
Female	9

The writer for Glamour Magazine goes to say 'while Joshua kept it smart in a suit and white shirt', first of all there is an attributive adjective used here however does not seem as powerful as 'perfect'. 'kept it' this phrase also to me made Joshua not as dressed up and more casual or less thought put into what he was wearing compared to Diane. Overall within this section of text it had made me think that Diane was put into the foreground of the image and Joshua more in the background because the choice of language had less impact.

A second piece of data that I had also collected from Glamour Magazine also caught my eye due to the use of adjectives. This couple was Sami Miro a curator and designer and Zac Efron an Actor. Miro's aesthetic description within declarative sentence was 'Sami Miro opts for a nude lace dress and cream jacket', there are two attributive adjectives here but more interestingly for Miro 'nude', firstly the image does show that she has part of her dress that some would describe as nearly transparent but it's still covering up personal areas… what I don't understand is why 'nude' is now the word to use when something is only slightly revealing. The attributive adjective only brings more attention or a subconscious thought to what is beyond the clothes, therefore this may be a hidden sexual innuendo. There is no comment on Zac Efron's appearance, only the mention of 'the La premiere of boyfriend Zac Efron's new film We Are Your Friends' is why they are at this event, because it's come along with Efron's job as an actor. This relates to when each gender had specific roles within society, women were seen as objects to look at and stay at home while the men would work, resulting in a higher social status. This piece of text reflects this and reminds me that although we don't mean to be sexist, we can be on deeper levels unknowingly. However, as the Glamour Magazine has a target audience for women, it's understandable that female readers would not take much advice or inspiration to what the males are wearing.

To no surprise why over sexualisation may be so easily done, I looked at the online male targeted magazine called GQ. The section called 'Girls' I find a sub heading labelled as Popular Topics which

GQ Magazine logo

are 'sex and relationships' and the other is 'Hottest Women of the Week', as far as fashion goes, this isn't fashion, if GQ claims to be a fashion magazine then the questionable purpose of this section can be imagined only one way. There is nothing that screams 'objectified' more than this or more of a persuasion to get men to read GQ.

'Hottest' a superlative adjective meaning the top or most quantative measure of anything. Here GQ magazine has used the superlative adjective to put women in competition of who looks best and most appealing to the eye, therefore no relation to clothes whatsoever. Not all men but some that are fans of GQ may find this section entertaining, but to some women this could be intimidating to come across. When I read this, being a female myself I did find it irrelevant to the purpose of GQ, secondly questioned whether the magazine would be as successful without it, and uncomfortable of the thought that this section maybe included due to the majority of men having women as their top interest, but unfortunately only in the visual way. Then using this as a possible influence to visit GQ's magazines online site. However something I came across interesting that go against my analysis here, a quote found within an article, the editor of Enclosure UK Alex Bilmes admitted 'We provide pictures of girls in the same way we provide pictures of cool cars. It is ornamental. Women's

Personal Investigation

Abstract Nouns

	Abstract Nouns
Male	2
Female	1

As my third framework within my investigation I had chosen to look at abstract nouns. In Glamour magazine, targeted towards a female audience I had noticed that there was only one abstract noun I could find within my data and this was 'style'. The abstract noun was used in compliment to both the male and the female in the couple. If I were to ignore any further comment towards either of them (Diane Kruger and Joshua Jackson) and focus on this abstract noun alone, I initially think that this magazine really are focusing on the clothes here rather than who is wearing them. However other content does ruin my opinion on this as Diane has more comments on her looks more so then her partner Joshua which then goes back to my conclusion of women having more attention on their bodies rather than the textiles. Surprisingly, on GQ magazine, a male target audience, I found that there were actually 2 abstract nouns found. The first was the abstract noun 'performance' and the second abstract noun was 'Pleasure' both found used as an alliteration in the same declarative sentence. The effect of this lexical field of sex references is having an uncomfortable reaction to this by myself and also me being a female reader of this male targeted magazine. In society today we may have a lot more equality compared to the past where it was normal for women to expect objectification and know what their rights were. This has now had effects on what would persuade a male to read or visit GQ magazine, these two abstract nouns are not even the contribution to a hidden sexual innuendo, as it's too obvious as to what this use of lexis is referring to.

My predictions for abstract nouns was that women targeted texts like Glamour Magazine would have more use of this word function such as 'love' however I found the exact opposite. Referring to my tally chart only one abstract noun was found within Glamour magazine, however two abstract nouns were found within the same sentence in GQ men magazine. The abstract nouns used by GQ were in reference to sex and in a very obvious and to the point way, even play on words would have been subtle for a very public source of media. Clearly the majority of men seem to have a more of an open discussion on the topic which could be an intimidation to some women and again may persuade women to feel they need to better themselves to meet beauty standards and further contribute to major health risks[5], if you compare the two magazines sex seems to catch more attention to a male audience than a female audience hence why GQ out of the two magazines seem to include this, even within a Fashion and Lifestyle magazine.

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[5] **Health Risks of over sexualisation** http://patch.com/connecticut/norwalk/bp--the-over-sexualization-of-girls-in-the-media-and-00fff9c651

Personal Investigation

CONCLUSION

In conclusion to my personal investigation, according to my finding within the table shown above women are more over sexualised than men within language particularly on the topic of what either gender wears due to higher statistics for word classes that I predictively thought would add more description and detail to a women or a male's appearance (my frameworks), other studies from known universities help prove this. Not just within language but how we portray each gender in appearance has a big contribution to the choice of linguistics and the data from my tally prove this with the numbers always being higher for women than for men. I have also found that due to past society views on the roles of both women and men, it has been programmed into our judgments still today that women are still objectified and oversexualised more than men. The objectification theory by Barbara L. Fredrickson help support this within my findings and what the consequences of body issues can have on women as a result of objectification. Using my first hand data I have made a tally for each of my three frameworks adjectives, adverbs, abstract nouns and also possible sexual innuendos towards both genders. My data shows that there was 2 sexual innuendos for women reference and 0 for the men. This for me was interesting, because if I had counted the sexual references found in GQ that were not related to fashion the men would have scored 3, which beats the results for women. This shows that in the fashion world men may not be described sexually as much than women, which proves my prediction right. An example of one of the 3 I had found said 'How to sex your way to bigger arms', this articles title gives off a negative vibe that men use women and sex for the benefit of themselves.

Furthermore, something else that I found that was a reoccurring feature within my investigation is that most of my chosen quotes and where my chosen frameworks were mostly found were in fact within declarative sentences (highlighted in green). Declarative sentences are used to state informative fact, I have realised through the use of these sentences that the media are tugging on a females thought processes to believe that being 'perfect', 'hot' or 'nude' is the only thing women should be in order to be perceived beautiful.

EVALUATION

To evaluate my personal language investigation, my overall opinion on how well my data helped search the answers of the investigations purpose is that it did prove my assumption that women would be more sexualised in language was correct from the beginning within my introduction. Secondly, I had found and included the objectification theory within my analysis and throughout my language investigation I made sure that I would link back to my secondary research from The University of Buffalo and Wesleyan University's findings in 2008 and made sure that my secondary research would be useful and link into the topic and also support my own primary data. My primary data and chosen frameworks I feel were chosen in good reason as to why the word classes would have been more reoccurring in women targeted texts, such as the Glamor magazine. Clear subheading made my investigation and overall structure clear to follow, and for each section I had a tally chart to show my readers what I am referring to throughout my analysis. My footnotes also, give the readers of my investigation something informative as to where I have found my information. My frameworks; adverbs, adjectives and abstract nouns are colour coded yellow and sexual innuendo's are colour coded in blue, also declaratives sentences became a relevant finding within my investigation so I have also colour coded this in green. The colour coding I feel added to my presentation a lot more pleasing to read and follow.

Personal Investigation

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Are women still being oversexualised more than men in Fashion Magazines?

	Adverbs	Adjectives	Abstract Nouns	'Sexual Innuendo's'
Male	2	3	2	0
Female	2	9	1	2

My Investigation:

The aim of my personal investigation was to see if the choice of language use in fashion magazines has been determined by the fact a woman is wearing a particular piece of clothing, a woman's presence alone or if a woman body is still being oversexualised within language use more so than a man within the Fashion Industry, resulting in the woman's body being the underlining main focus of attention rather than the clothes itself. I want to prove that linguistics have a big impact on over sexualisation of females compared to males when commenting on what each gender is wearing, and that in this case women are receiving more of this attention on their bodies. In todays society were are taught to believe in equality and go against the stereotypes if you wish to do so, however because of a past that did not believe this as strongly I feel that this is still programmed in our minds and therefore reflects into our language without us knowing. Objectification is also a problem of the past that still lurks within the fashion industry in a both a visual and linguistical form, however this can be in no offense like objectification used to cause as frequently. In this investigation, my frameworks will help me prove these errors that we still make. My chosen frameworks are as follows :

- Adverbs
- Adjectives
- Abstract Nouns

Methodology:

Focusing on online fashion magazines to search for comments towards celebrity women and couples and whether the focus was more towards the women more so than the male in terms of their appearance. I had chosen online magazines as I would be able to search for articles in the past and have more range to choose from to find good examples for my investigation. My range is both women targeted magazines and male targeted magazines, in order to be able to analyse if there are any similarities or differences. My frameworks are adjectives, adverbs and abstract nouns and also sexual references however this is not a framework but I do believe it is something that contributes to over sexualisation and worth considering throughout.

Analysis

In GQ magazine the superlarative adjective 'hottest' which is used within an article related to women. This gives off a vibe of competition between females to see who is the most attractive to the eye but not clothes. A section like this was not included in Glamour Magazine referencing to men. This can cause females to believe that there is a standardised way to look if they are to be portrayed attractive at all, however Alex Bilmes seem to disagree and believes that women do the same in female targeted magazines. An example I had collect from the Glamour Magazine are the comments towards a couple at the Hail Caesar premiere, Amal Clooney and George Clooney. The description in the declarative sentence first goes to complement both of them as a couple as 'always effortlessly stylish', the adverb of frequency 'always' is used to pre-modify the adverb of manner 'effortlessly' which is then used to indicate that there was no need for huge input to their outfits yet are still 'stylish', it could be a factor that their looks influenced this comment as being 'always stylish'. However, I do come to question if whether it's really about the clothes or the body that is really being described. In GQ magazine, a male target audience, I found that there were actually 2 abstract nouns found. The first was the abstract noun 'performance' and the second abstract noun was 'Pleasure' both found used as an alliteration in the same declarative sentence. The effect of this lexical field of sex references is having an uncomfortable reaction to this personally, being a female reader of this male targeted magazine. In society today we may have a lot more equality compared to the past where it was normality for women to expect objectification and know what their rights were. This has now had effects on what would persuade a male to read or visit GQ magazine.

What Did I Find?

The results are equal for Adverbs throughout all the primary source data I have been able to collect. Both genders had resulted in 2 points each for the use of adverbs. All of which were found in the Glamour Magazine for women and not in GQ for men audiences and the only reason why the genders both scored equally was due to two adverbs being used towards both of the genders, therefore scoring two each. However, the fact that the adverbs that I had found were only in the Glamour Magazine is interesting. Adverbs, according where they were found tells me that it is a possible factor that due to the Glamour magazine having a female target audience that this may have an influence to why adverbs were more frequently found here.

From my data collection, there were 9 adjectives used describing a women appearance, compared to only 3 adjectives used for a men's appearance out of my own data. The results for adjectives were clearly higher and more frequently used towards a female aesthetic appearance compared to a males, this could be a good signification that women are more deeply looked into when it comes to appearance.

My predictions for abstract nouns was that women targeted texts like Glamour Magazine would have more use of this word function such as 'love' however I found the exact opposite. Referring to my tally chart only one abstract noun was found within Glamour magazine, however two abstract nouns were found within the same sentence in GQ men magazine. The abstract nouns used by GQ were in reference to sex and in a very obvious and to the point way, even play on words would have been subtle for a very public source of media. Clearly the majority of men seem to have a more of an open discussion on the topic which could be an intimidation to some women and again may persuade women to feel they need to better themselves and further contribute to major health risks, 'We provide pictures of girls in the same way we provide pictures of cool cars. It is ornamental. Women's magazines do the same thing.' – Alex Bilmes. This quote by balms states that showing a female body is equal to flashing a sports car photograph, however I disagree, the psychological differences between the two are very different, 'ornamental' is being used to describe women in this quote and that is a message that we should not be bringing attention to unless its for the good of getting rid of this view, especially with the quote coming from a male speaker.

What I also found within my personal investigation is that there has been a reoccurrence of declarative sentences in which my chosen analysed frameworks has come from. Declarative sentences are used to state informative fact, I have realised through the use of these sentences that the media are tugging on a females thought processes to believe that being 'perfect', 'hot' or 'nude' is the only thing women should be in order to be perceived beautiful. The objectification theory by Barbara L. Fredrickson from the University of Michigan links to this

'that girls and women are typically acculturated to internalize an observer's perspective as a primary view of their physical selves....' Due to how these declarative sentences are forming a manipulative message towards women and young girls I believe that this quote supports this idea psychologically.

Conclusion

In conclusion to my personal investigation, referring back to my question 'Are women still being oversexualised more than men in Fashion Magazines?' , according to my primary data women are still in fact oversexualised in fashion magazines more than men through the choice of linguistics, and this is both an occurrence in both male and female targeted fashion magazines such as Glamour and GQ. My primary data shows this because my frameworks were of a higher result for women than they were for men. There are 2 sexual innuendos found in Glamour and GQ men's magazine had phrases that were too obvious to even be counted as a 'hidden' sexual reference. My secondary research and theorists helped to support my predictions and how these quotes can relate to psychological effects due to how language such as my chosen frameworks are being used to portray a negative view.

Exemplar 7

AO1 – The candidate has selected an interesting topic of study, with which they clearly engage. The candidate has produced a reasonably coherent investigation, which utilises appropriate sections and adopts a reasonably clear writing style. The candidate applies appropriate methods in a mostly sound way. There is some repetition and some areas where points are under-developed. Level 3 – 5 marks

AO2 – The candidate demonstrates a sound level of theoretical understanding which has enabled them to select appropriate language features to analyse and to interpret how some of the linguistic features function. Specifically, Lakoff is utilised with some success in relation to empty adjectives but there is no real critical engagement with the theory. Level 3 – 5 marks

AO3 – The candidate demonstrates a sound attempt to explore contexts in relation to gender representations within the media and makes reasonable assumptions with regard to the objectification and sexualisation of women (and men). Points are often rather assertive and not fully supported by evidence. Level 2 – 4 marks

AO5 – The candidate achieves a clear transformation that takes account of the academic poster form. The visual elements enhance the writing and interest the reader. This is a solid piece which addresses much of the key content clearly. Level 3 – 5 marks

Overall mark: 19

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