



Oxford Cambridge and RSA

Monday 19 May 2025 – Morning

AS Level English Language

H070/02 Exploring contexts

Resource Booklet

Time allowed: 1 hour 30 minutes



INSTRUCTIONS

- Use the Resource Booklet to answer the questions in Section B.
- Do **not** send this Resource Booklet for marking. Keep it in the centre or recycle it.

INFORMATION

- This document has **8** pages.

Section B

Exploring language in context

Text A

Text A contains the text on the packaging of Oatly, a brand of vegan oat drink and some marketing information from their website, oatly.com. The text from the packaging has been copied into text boxes next to each image for ease of reading.



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THE ORIGINAL OATLY! OAT DRINK SEMI

No milk. No soy.
No ... eh ... whatever.

#1 IN HOT DRINKS*

*According to our CEO.

You are one of us now.

That headline is nothing I wrote myself. I actually read it somewhere and thought it was great so I borrowed it and stuck it on this package. Oh, you say, that is not very original. Can't you come up with your own headline? Before I answer that question, I would like you to consider that it is true – you are now part of a growing group of people who understand the benefits of eating and drinking plants so your body feels good and so the planet can better cope with the impact we humans place on it. Regarding the headline, true artists steal with pride, I am just an honest person unafraid to admit my own shortcomings.

In about a day or two, when you are finished enjoying this oat drink and have folded this carton neatly and placed it in the recycling bin, you will be left with only the memory of this very moment.

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Seattle Mariners – An American baseball team

Text B

Text B is from girlguiding.org.uk and directed at parents/carers on what to expect if their child becomes a Guide.

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