

Tuesday 22 January 2013 – Morning

A2 GCE ENGLISH LANGUAGE

F653/01/RBI Culture, Language and Identity

READING BOOKLET INSERT

Duration: 2 hours
(+15 minutes reading time)



- **The first fifteen minutes are for reading the passages in this Reading Booklet Insert.**
- During this time you may make any annotations you choose on the passages themselves.
- The questions for this examination are given in a separate Question Paper Insert.
- **You must not open the Question Paper Insert, or write anything in your Answer Booklet, until instructed to do so.**
- The Invigilator will tell you when the fifteen minutes begin and end.
- You will then be allowed to open the Question Paper Insert.
- You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.
- You will have **two hours** to work on the tasks.
- This document consists of **12** pages. Any blank pages are indicated.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this Reading Booklet Insert for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

The material in this Reading Booklet relates to the questions in the Question Paper.

You will be required to answer **the question from Section A** and **one other question** from Section B **or** Section C **or** Section D.

CONTENTS	Pages
Section A – Language and Speech Passages a, b and c	3
Section B – The Language of Popular Written Texts Passages d and e	4–5
Section C – Language and Cultural Production Passages f and g	6–7
Section D – Language, Power and Identity Passages h and i	8–9

Answer **the question from Section A** and **one other question** from Section B or Section C or Section D.

SECTION A – Language and Speech

Compulsory Section

- 1 In passages (a), (b), and (c) the respective authors are writing about issues and controversies concerning English pronunciation.

Passage (a) is an extract from an article written by a well known art critic, published in a popular tabloid newspaper in 2011.

The BBC used to be the bastion of correct pronunciation of place names, proper names and long difficult words; but now it is no longer the authority for anything. For decades the BBC has cared nothing for the language that is its medium. Once an educational force of inestimable benefit to all whose education was cut short at puberty it is now an organisation where good English speech is discouraged by those of no education for whom words can be pronounced in any way they choose, shifting the stressed syllable hither and yon without regard to root or reason – why *ha-rassed* in place of *harassed*, why *re-occurrence* for recurrence, *re-search*, *re-quisitioned*, *re-presented* and so on, as though ‘re’ always means repeat as in *re-play*. These illustrations merely scratch the surface of a long and calamitous decline in the application of correct pronunciation... 5 10

Passage (b) is from a book published in 2010. The extract comes from a chapter called *Language with Attitude*.

Some media personalities with non-standard accents, such as Bob Hoskins (cockney), Rob Brydon (Welsh), and Julie Walters (West Midlands), have voiced several advertising campaigns on TV. Non-standard accents also appear in TV programmes aimed at youth audiences, in their voice-over narrations (*Big Brother’s* ‘Geordie Voice’ (actor Marcus Bentley), for example) and out of the mouths of their hosts. Overall there is plenty of evidence of the exploitation of the informality – the matey-ness, humour, trustworthiness, sturdiness, the old-fashionedness *and* up-to-the-minute-ness-of non-standard accents... The media examples cited indicate that there is a general public acknowledgement of the positiveness of non-standard accents. 5

Passage (c) is part of a drama college lecturer’s comments made on a student’s voice production exercise taken in 2011.

You need further practice with your fricatives /θ/ and /ð/, remembering they should be dentals. Whilst clarity was good *moul/f/*, *nei/v/er*, *sa/z/e* needed further attention to articulation. You might like to note, also, that *tyre*, *fire* and *spire* can be as effectively voiced as triphthongs¹ as they can be diphthongs...

¹ triphthong: the articulation of three vowel sounds

Answer **one question** from Section B or Section C or Section D.

EITHER

SECTION B – The Language of Popular Written Texts

- 2 Passages (d) and (e) are concerned with aspects of shopping and fashion as reflected in the retail trade.

Passage (d) is adapted from a longer article concerning the nation’s addiction to major shopping malls. It appeared in a very popular tabloid newspaper with a strong female readership in 2011. It was written by a well-known male novelist and critic.

On the first day of trading last Tuesday the queues formed at 7.30am for a 10am opening. The crowds were extraordinary and there is no doubt that the gigantic Westfield Stratford City in the East End of London is a phenomenon...Visiting Westfield, as I did this week, it is difficult not to be caught up in the shopaholic frenzy. Yet while I enjoyed my first few hours there, I was soon visited by sensations of deep unease; a feeling that those of us who had been drawn there were lost in an insanity of consumerism...A young woman, who works as a waitress in one of the centre’s posher restaurants, told me she had already spent all her first week’s wages in the shops. ‘I did have an accident yesterday,’ she laughed, admitting to spending too much. ‘I’m gonna stay in the staff room today or I’ll have an accident and buy more clothes like’...Shut away in this gleaming hall of fantasy, we should perhaps consider that bankrupt women in the 18–35 age bracket hugely outnumber bankrupt men. There is a simple reason for this; they are shopaholics. It is like a dream. The shops here are bigger than any you ever saw. And everywhere you look there is stuff, stuff, stuff, tempting you to buy, buy, buy. Like all addicts, who know their vice is bad for them, they return for more...These burgeoning shopping paradises have brainwashed us all into thinking we need to go shopping because we need more things. We trudge along in huge crowds because we cannot think of anything else to do. Westfield has given us our desire and sent leanness into our souls.

5

10

15

Passage (e) is from a web page written by Mary Portas in 2011. She has been called London's leading retail consultant and has some challenging views on the quality of customers' experiences when shopping. She has also enjoyed a high profile on television, in her role of helping failing shops to improve their image.

HOME **OUR COLUMNISTS** I SPIED NEWS AND FEATURES GALLERIES VIDEOS HOT TOPICS CATWALK SHOP



Mary Portas: from fast fashion to a more considered consumerism

The high street is wising up to shoppers who seek feelgood fulfilment along the way, says Mary Portas.

BY **MARY PORTAS** | 31 OCTOBER 2010



TURN BACK TIME: The Devlin family recreate an Edwardian bakery on BBC One Photo: BBC

There's a change in the air: something positive is happening in our shops. We are going back to traditional service values and specialism, and not a moment too soon.

The other day, while sitting in the Liberty of Regent Street café, 45 mostly middle-aged women marched into the room. They told me they were part of the department store's knitting circle. For the past few years, Liberty has been organising knitting groups every Saturday, which are so popular they are booked up months in advance. These women – and some men – knit together in the Heritage Suite, Liberty's old wood-panelled boardroom, chatting away drinking tea.

You can also find knitters in the haberdashery department during the week, knitting round the table during their lunch hour. In fact, everyone who works in haberdashery, which has just been expanded, is an expert on knitting and sewing, and can pass their knowledge on to customers.

Crafty exploration: **How to start knitting**

15

Clearly, Liberty realises that what people love about the store is its Arts & Crafts heritage – and the fact that its staff really know their stuff. It's rare these days to find a shop assistant who takes pride in service and product knowledge, but this is changing.

Three things have contributed to this: the financial crisis, the environmental situation, and the digital revolution. The Noughties was a time of super-consumerism. We had money to spend and we spent it – buying for the sake of it. I used to say that even my 14-year-old daughter could open a suitcase on a street and make money within minutes. Yet our obsession with fast fashion killed much of what was great about the British high street: experience, service and specialisation. 20

Then the internet crept in and started producing great customer service. Online companies had to try really hard to be creative since they were going into a new market – something retailers had stopped doing. No wonder internet shopping is now worth £100billion to the British economy. 25

Retailers got lazy, our fashion and consumer goods shops started acting like supermarkets, with as little verbal communication with the customer as possible and a pile-it-high-sell-it-cheap attitude.

But stores cannot do this any more. Simply, the recession has forced retailers to raise their standards. Even though we are living in an increasingly atomised age, we crave proper shops and human interaction more than ever. Shopping, after all, is still the nation's favourite pastime. 30

More from I SPIED »



NEXT

The secret history of Soviet fashion

MOST POPULAR FASHION & BEAUTY

Articles Products Galleries Videos

1. Piers Morgan lets rip on "vile" Kate Moss
2. Kensington Palace unveils new Jaeger staff uniforms
3. Peter Doherty's range for The Kooples to finally go on sale
4. The Knowledge: how to be well dressed, by Kate Moss

HOT TOPICS

[view all](#)



5

Paris Fashion Week
All the action from the fashion shows, front rows, backstage and parties.



10

Awards Season 2012
It's that time of year again... find out who is wearing what as Hollywood starlets and heroes take to the red carpet.

Answer **one question** from Section B **or** Section C **or** Section D.

OR

SECTION C – Language and Cultural Production

- 3 In passages (f) and (g) the writers are responding to the popularity of gothic and horror films.

Passage (f) is adapted from an article in a leading broadsheet newspaper published in 2009. Its focus is upon both the phenomenon of the film *Twilight* and the commercial exploitation linked to the merchandising which accompanied the film's release.

The vampire phenomenon won't bite...

The adolescent dreams of thousands of teenage girls were fulfilled yesterday as the latest *Twilight* film arrived on British screens, accompanied by an unprecedented merchandising blitz. Fans were frantically buying up *Twilight*-themed dolls, duvet covers, books and lipsticks. For *Twilight*'s core audience of teenage girls there are hundreds of vampire-themed products to choose from, many adorned with pictures of Edward Cullen, the brooding teenage vampire, played by British actor Robert Pattinson. Sales are expected to reach £100 million in the UK... Stephanie Meyer, a 35 year old Mormon¹ housewife from Arizona, who wrote the books, has become one of the world's best-selling authors – beating JK Rowling... What is it all about? A passionate, yet chaste, romance between a melancholic vampire called Edward Cullen and Bella Swan, 17, his high school paramour... This has spawned a generation of fans, who call themselves Twihards and who, via Facebook, have created more than four million members with their own language and an online *Twilight* dictionary.

Older fans are also being targeted with Volvo holding a competition to win a car like Edward's. On *Twilight* internet forums one contributor, calling herself Mrs Robert Pattinson, said: "Robert is the most talented person in the world! I want a Volvo as my first car!" "The film goes far wider than female tweens", said the associate editor of *Marketing Week*.

¹ Mormon – a follower of the religious beliefs of Mormonism

Passage (g) is a web review of the film *Shaun of the Dead*, which is a blend of violence, satire and romantic comedy, based around zombies. It has acquired cult status with fans of the horror film genre. The web review is an update published in 2007.

MOVIES

Reviewer's Rating ★★★★★

User Rating ★★★★★

Shaun Of The Dead (2004)

Reviewed by [Nev Pierce](#)

Updated 07 April 2004

Contains strong comic
violence and language



A side-splitting, head-smashing, gloriously gory horror comedy, *Shaun Of The Dead* is hilarious. From the brains behind the superb sitcom *Spaced*, it's a knockabout caper that will amuse casual viewers and delight genre fans, paying knowing tribute to George A Romero's zombie classic *Trilogy Of The Dead*. Co-writer Simon Pegg stars as Shaun, an ambition-starved shop assistant freshly dumped by his girlfriend (Kate Ashfield). "It's not the end of the world," says his best mate, Ed (Nick Frost). Only it is. The dead start coming back to life and Shaun and friends must fight for survival. 5

"TERRIFICALLY FUNNY"

Shuffling through life, Shaun initially fails to notice anything amiss. In a terrifically funny sequence, he strolls to the corner shop without registering the blank-eyed, bloody corpses as out of kilter with the neighbourhood's normal urbanites. Then the walking dead attack and Shaun must save his ex, her friends (Dylan Moran, Lucy Davis), and his mum (Penelope Wilton). 15

As with the best zombie movies, scant consideration is given to the cause of the undead curse, concentrating instead on how to escape it. Calling on cricket bat, spade, and even his record collection ("Dire Straits? Throw it!"), Shaun assuredly assaults the undead, finding the sense of purpose his life was lacking. It may be a bit pretentious to suggest a subtext to such ferocious fun, but *SOTD*'s strength stems from strong characters whose dissatisfaction with their directionless twenties rings true. 20

The gut-busting opening hour gives way to a less sure-footed siege at the local pub, where the laughs lessen and there isn't the tension to really scare. But there are a couple of decent jumps, and the witty, inventive epilogue resurrects the grisly good humour. Pegg is a very likeable lead and Frost is brilliant as his loutish pal, stealing scenes right to the credits. Dead good. 30

Answer **one question** from Section B or Section C or Section D.

OR

SECTION D – Language, Power and Identity

- 4 Passages (h) and (i) are concerned with specific aspects of being healthy, exercising and eating a suitable diet. All these issues have become increasingly important socially, in helping both creating one's identity and empowering the self through an improved physique.

Passage (h) is from a long-running women's magazine. Its target readership is the late twenties onwards. The page appeared in an edition called *Diet Special*. It was published in 2011.

Fit and well



When you're busy being superwoman, working all hours, picking the kids up from school, making meals and doing the housework – especially with the evenings getting shorter – exercise can take a back seat.

But fitness trainer Nicki Waterman says it doesn't have to be that way – absolutely anyone can find a way to burn calories without feeling like they're burning the candle at both ends.

DO get moving, wherever you are. Exercise is all about doing things you can fit in to your everyday life. The key is finding something you actually enjoy doing. Anything that gets you moving will work. It's about parking further away from the shops, trying not to sit still for more than half an hour at a time, getting off the bus two stops earlier, taking the stairs instead of the lift, walking instead of driving for local trips, playing with the kids instead of just watching them, getting out and doing the gardening you've been putting off, throwing away the remote... just trying to be active and not sitting down. Even fidgeting – jiggling your feet at work, for example – can burn up to 300 cals a day.

DON'T think you have to spend hours working out. It's absolutely not true that you need to make a special trip to the gym for a session – three lots of 10-minute bursts of exercise throughout the day will work just as well, delivering the same benefits as one 45-minute session. If you're particularly short on time, simply go faster and harder for better results. If running is your thing, increase your speed; if you're weight-training, up the resistance: just something to push yourself that little bit more. Studies show that even if you decrease the frequency and duration of exercise, you can still boost your fitness level by maintaining a high intensity.

Try some DIY

Even the simplest do-it-yourself projects include plenty of exercise routines: bending, stretching, flexing and working up a sweat. Most basic DIY projects in and around the home can burn as many as 300 calories. Add a power tool to the project and you can easily raise the workout to 500 calories an hour.

Nicki Waterman has joined with Bosch power tools to create a power tool workout. Visit bosch-do-it.co.uk to find out more about working out while improving your home.

Clean the house

Putting some real oomph into daily chores will really burn calories. How about some lunges while you're Hoovering, or push-ups between dusting? Pumping your arms while you work will blast 5 to 10 per cent more calories. Make sure you use both arms, too – it all adds up.



Step up

Step-ups are a really good short-burst exercise, and you don't need any special equipment – just some stairs. Or, if you're really short of time, make sure you take two steps

at a time when going up any stairs – it engages your hip and buttock muscles more intensively than taking them one by one, giving your bottom a quick cheeky tone-up.

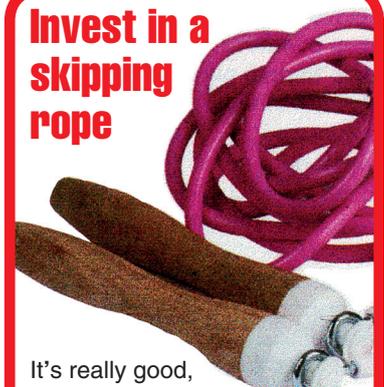
Think outside

As the weather turns cooler, you'll find that you burn more calories exercising outdoors in the cold, because your body has to work harder to maintain a stable temperature. Even just going outside for a walk, or walking the kids to school then walking back a bit faster, your body burns 3 to 7 per cent more calories as it tries to warm your skin and the air you breathe in.

Engage your core

Make sure you're working core muscles throughout the day by keeping your tummy held in. A good tip is to tie a piece of string around your waist when you get up in the morning. Pull your tummy in, tie the string around it and then during the day, if you slouch, the string will remind you to keep your core strong.

Invest in a skipping rope



It's really good, it's really fun and it really blasts the calories! They say that skipping is about the same as running seven-and-a-half miles an hour – and you can take a skipping rope anywhere. Just 10 minutes' skipping and you've burned over 100 calories.

Passage (i) is taken from a male fashion and life-style magazine, which publicises itself as 'The World's Biggest-selling Quality Men's Magazine'. Its target market is the affluent and successful male. The issue of the magazine, from which the article comes, was published in 2011. It was in a section promoting health and fitness, the way to improve your life, enhance your potential *and* increase your skills.

A C T I O N +
RESOLUTIONS



EAT JUNK FOOD AND LOSE WEIGHT

You *can* have your cake and eat it – well, there wouldn't be much point otherwise. "If you take the Atkins approach, where you eat more protein (burger patties) and less refined carbs (burger buns), you will lose weight," says sports nutritionist Gavin Allinson (*performandfunction.co.uk*). Follow his tips to keep your local chippy in business while losing your gut...

1

AT THE KEBAB SHOP

Stick with your regular chicken kebab with salad, but avoid the pitta.

2

AT KFC

Ditch the burger and order breast meat chicken pieces with sweetcorn and no fries.

3

AT THE CHIP SHOP

Have your fish grilled and get mushy peas and pickles instead of chips.

4

AT THE CURRY HOUSE

Order chicken tikka and have a cauliflower bhaji instead of a naan or rice.

5

AT THE GOLDEN ARCHES

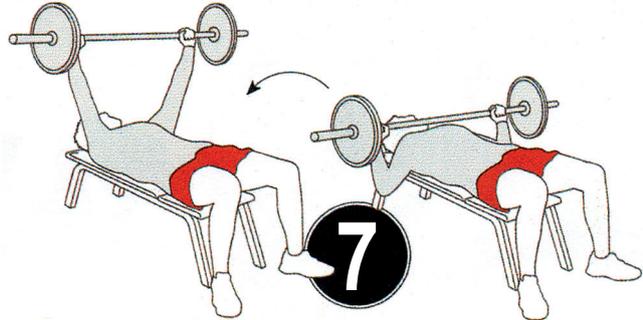
Avoid combo meals. Drinks, salad dressings and sauces are loaded with calories and sugar that come as standard with these meals.

6

AFTER EXERCISE

This is one of the few times your body can put fast-digesting carbs such as bread to good use by refuelling the energy you've lost through training. But don't go overboard.

The Editor would like to point out that he in no way assumes that any GQ reader eats food in such tacky places and would like to alert our readers to the fact that he has just fired Action's Editor, Paul Henderson. On your Trek, Ginger...



BENCH PRESS YOUR BODY WEIGHT

Strength-to-weight ratios are used by sports teams to decide how comparatively strong athletes are. Follow this plan by strength coach Mark Coles (*m10fitness.co.uk*) and you'll be able to bench and squat your body weight in a month. "Use the most weight you can manage for every rep," says Coles. "Once you can do all the sets and reps, increase the weight by 5 per cent. Do the exercises as alternating sets, so do the bench press, rest for 2 minutes, then do pull-ups, rest for 2, then do more bench presses."

5

UPPER-BODY WORK-OUT

EXERCISE	REPS	SETS	LIFTING SPEED	REST
<i>Alternating set 1</i>				
Barbell flat bench press	5	5	4 seconds down, 1 second up	120 seconds
Overhand grip pull-up	5	5	3 seconds down, 1 second up	120 seconds
<i>Alternating set 2</i>				
Dumbbell incline bench	5	5	4 seconds down, 1 second up	120 seconds
Barbell bent-over row	5	5	3 seconds down, 1 second up	120 seconds

10

15

20

LOWER-BODY WORK-OUT

<i>Alternating set 1</i>				
Barbell back squat	5	5	4 seconds down, 1 second up	120 seconds
Lying hamstring curl	5	5	4 seconds down, 1 second up	120 seconds
<i>Alternating set 2</i>				
Barbell deadlift	5	5	4 seconds down, 1 second up	120 seconds
Standing calf raise	5	5	3 seconds down, 1 second up	120 seconds

35

40

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.