

Write your name here

Surname

Other names

Pearson Edexcel

Level 3 GCE

Centre Number

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Candidate Number

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English Language

Advanced Subsidiary

Paper 1: Language: Context and Identity

Sample assessment materials for first teaching
September 2015

Time: 1 hour 30 minutes

Paper Reference

8EN0/01

You must have:

Source booklet (enclosed)

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer the question in **Section A** and the question in **Section B**.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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SECTION A: Language and Context

Read Texts A–C on pages 3–5 of the source booklet before answering Question 1 in the space provided.

- 1** Texts A–C are all forms of birthday greetings drawn from different contexts.

Analyse and compare how contextual factors affect language choices in these texts.

You should refer to any relevant language frameworks and levels to support your answer and consider:

- mode
- field
- function
- audience.

(25)

[illegible]

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TOTAL FOR SECTION A = 25 MARKS

SECTION B: Language and Identity

Read Text D on pages 6–7 of the source booklet before answering Question 2 in the space provided.

2 Analyse how the company ‘method’ presents itself in Text D.

You should refer to any relevant language frameworks and levels to support your answer and consider:

- mode
- field
- function
- audience.

(25)

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TOTAL FOR SECTION B = 25 MARKS
TOTAL FOR PAPER = 50 MARKS

Pearson Edexcel Level 3 GCE

English Language

Advanced Subsidiary

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Do not return the source booklet with the question paper.

Turn over ►

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SECTION A: Language and Context

Text A

This text is a screenshot of the website homepage of an online furniture retailer.

The screenshot shows the homepage of the 'leaf' furniture retailer. The layout includes a top navigation bar with links to 'Free Brochure', 'Newsletter', 'FAQs', 'Contact', 'My List 0', and 'My Basket 0'. A search bar is also present. Below the navigation bar, a large banner advertises a '5th Birthday Sale' with the text: 'Hello all you laid-back loafers! Our 5th Birthday Sale is now on. Loaf that home, baby!'. The main content area features a large image of a tufted sofa and a dining table, with the text: 'HAPPY BIRTHDAY TO YOU SQUASHED TOMATOES AND STEW! WE'RE HAVING A SALE FOR OUR 5TH BIRTHDAY DO! Get your skates on! Sale ends 31st January'. To the right of the main image, there are four smaller images showing different furniture sets, each labeled: 'BEDROOM', 'SITTING ROOM', 'KITCHEN', and 'BATHROOM'. The 'BEDROOM' image shows a bed and a chair, 'SITTING ROOM' shows a sofa, 'KITCHEN' shows a dining table and chairs, and 'BATHROOM' shows a vanity and a toilet.

leaf

HOME BEDROOM SITTING ROOM KITCHEN KIDS BATHROOM ART WHY US? BAG A BARGAIN

Free Brochure Newsletter FAQs Contact

My List 0

My Basket 0

Search

Call 0845 468 0698 Mon to Fri 10:00 - 18:00 Sat 10:30 - 16:30

HAPPY BIRTHDAY TO YOU

SQUASHED TOMATOES AND STEW! WE'RE HAVING A SALE

FOR OUR 5TH BIRTHDAY DO!

Get your skates on! Sale ends 31st January

BEDROOM

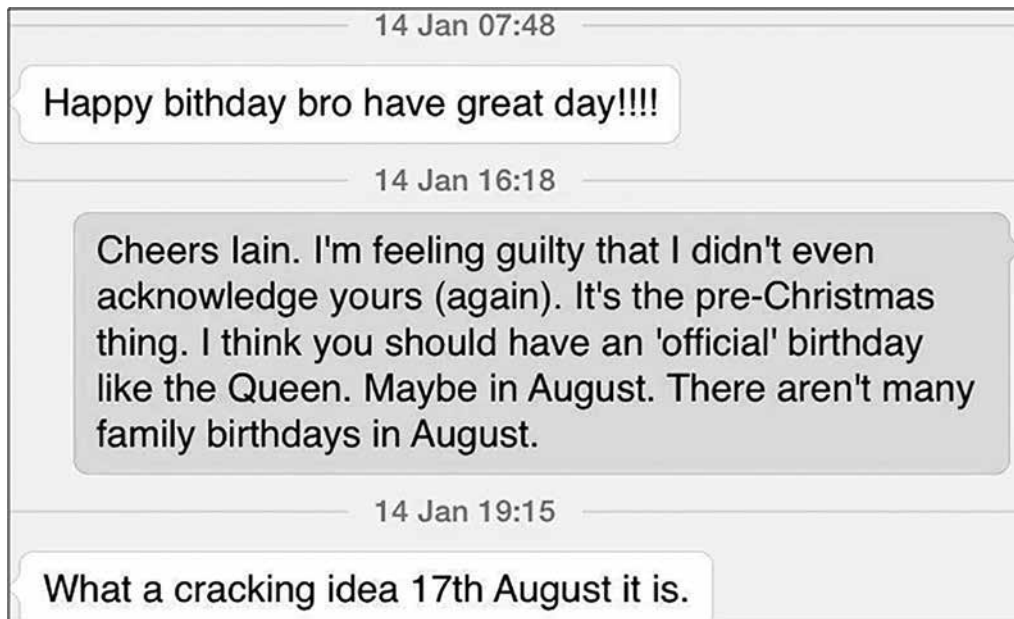
SITTING ROOM

KITCHEN

BATHROOM

Text B

This is a text message exchange between two adult brothers.



Text C

This text is taken from Hansard, the official written record of discussions in the Houses of Parliament. This extract is from the weekly Prime Minister's Questions in the House of Commons on 26 March 2014.

Q15. [903287] **Karen Lumley (Redditch) (Con):** In the week of my 50th birthday and the month of Redditch's 50th anniversary as a new town, will the Prime Minister join me in congratulating Ken Williams, the head of the Kingfisher centre, for helping me to organise the anniversary as well as my first apprenticeship fair, from which we will get more apprenticeships on top of the 3,000 we have had since this Government came to power?

The Prime Minister: First, let me very publicly wish my hon. Friend a very happy 50th birthday and, at the same time, wish everyone in Redditch a very happy 50th anniversary and thank them for the kind present that she gave me of a Monopoly set with Redditch as its basis. That was a very kind gift. I do not think I have yet put it in the Register of Members' Financial Interests*, so I had better put that right after this exchange. My hon. Friend is absolutely right to be pushing apprenticeship fairs and job fairs. We are aiming for 2 million apprenticeships in this Parliament and we have 1.6 million already trained. That is one of the most important things we can do to provide a strong and secure future for our country.

Glossary

**Register of Members' Financial Interests: a record of any financial interest or other material benefit that a Member of Parliament receives which could influence their actions, speeches or votes in Parliament.*

SECTION B: Language and Identity

Text D

This text is from a bottle of bathroom cleaner manufactured by the company, method. The cleaner was bought in November 2013. The photographs are included to show how the text appears on the bottle.

hello, we're method.

we are **people against dirty**®. in your hand, you hold the power to join us in the good fight. the fight to make our planet, and homes, a cleaner place. we are passionate believers in the Cradle to Cradle® design philosophy, meaning that each one of our products has a past and a future. that's why we make our bottles from old bottles and our non-toxic cleaners are biodegradable. it's also why every material we use is assessed by independent scientists for environmental quality + safety for people. because we believe that cleaning products can put the hurt on dirt without doing harm to people, creatures or the planet. they can even smell like rainbows. it might sound like a tall order but we're a small passionate bunch with big ambitions.

we believe that anywhere
you wear a towel should
remind you of a spa

**find another
use for your
elbow grease.**

the bathroom is where you get sparkling clean, so shouldn't your bath + tiles be the same? we think so. put an end to icky grime and get a spa-inspired clean by using our non-toxic bathroom cleaner with **powergreen**® technology the naturally derived formula easily dissolves soap scum + pesky stains, so you do less scrubbing.

easy to use: spray, wipe, stand back and admire.
for use on most sealed surfaces.

psst: it's always a good idea to test in
an inconspicuous place first.



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Source information

Text A: © Loaf.com – found at www.loaf.com

Text B: private text message – permission obtained for use

Text C: © Crown Copyright Contains Parliamentary information licensed under the Open Parliament Licence v1.0 – taken from www.publications.parliament.uk/pa/cm201314/cmhansrd/cm140326/debtext/140326-0001.htm

Text D: © 2013 method – cleaner purchased in supermarket from method products www.methodproducts.co.uk/

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