

Write your name here	
Surname	Other names
Centre Number	Candidate Number
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<h1 style="margin: 0;">Edexcel GCE</h1> <h2 style="margin: 0;">English Language</h2> <h3 style="margin: 0;">Advanced Subsidiary</h3> <h3 style="margin: 0;">Unit 1: Language Today</h3>	
Monday 10 January 2011 – Morning Time: 2 hours 15 minutes	Paper Reference 6EN01/01
You must have: Source Booklet	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 **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 100.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your answers. Quality of written communication includes clarity of expression, the structure and presentation of ideas and grammar, punctuation and spelling.

Advice

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

Turn over ►

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 advancing learning, changing lives

SECTION A: LANGUAGE AND CONTEXT

Read the data provided on pages 2–8 of the Source Booklet and answer the following questions.

- 1 These texts were printed on the packaging of a variety of food and drink products.

In your answer, you must refer to the texts

For Example

Extract: vibrant green Jalapeno [Group C No. 1]

- (i) Describe the underlined language features using **two** linguistic terms.

1. two adjectives
2. pre-modifying noun

- (ii) Identify **one** more example of this type of language use from the data provided in the Source Booklet.

Delicious and tasty handcooked chips [Group C No. 2]

For each of the extracts given:

- (i) Describe the underlined language feature using **two** linguistic terms.
- (ii) Identify another example of the underlined feature from the data provided in the Source Booklet.

- (a) Extract: Kaltbach Caves near Lucerne [Group A No. 3].

(i)

(2)

1

2

(ii)

(1)

.....

.....



(b) Extract: **WHAT IS PATATAS BRAVAS FLAVOUR?** [Group C No. 2]

(i)

(2)

1

2

(ii)

(1)

.....

.....

(c) Extract: Then **pop in** to Fruit Towers [Group B No. 2].

(i)

(2)

1

2

(ii)

(1)

.....

.....

(d) Extract: **deliciously** luxurious yoghurt [Group A No. 2].

(i)

(2)

1

2

(ii)

(1)

.....

.....



(e) Extract: To finish we add the Chipotle chilli [Group C No. 1].

(i)

(2)

1

2

(ii)

(1)

.....

.....

(Total for Question 1 = 15 marks)



- 2** Explain the contextual factors that influence the use of language in product packaging.

(AO3 = 10)

In your response, you must refer to the data provided on pages 2–8 of the Source Booklet.



(Total for Question 2 = 10 marks)



- 3** Read the **two** texts in Group B. What language strategies do the writers use to present the products?

(AO2 = 5, AO3 = 5)

In your response, you must refer to Group B on pages 3–4 of the Source Booklet.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(Total for Question 3 = 10 marks)



- 4** The texts in Group C are from packets of four different brands of potato crisps. Say which brand you think mystery text A belongs to.

TEXT A

Horseradish

A bracingly British crisp with delightfully eccentric tastes. This blue-blooded flavour is straight out of the top drawer, raffish but impeccably groomed, tastefully turned out and packed with acres of oomph.

Explain your decision by comparing the language use of Text A with **TWO** of the texts from Group C.

(AO2 = 5, AO3 = 10)

[illegible]

(Total for Question 4 = 15 marks)

TOTAL FOR SECTION A = 50 MARKS



SECTION B: PRESENTING SELF

Read the two Texts A and B on pages 9–10 of the Source Booklet and answer the following question.

- 5** Analyse and compare the ways in which each speaker/writer of Texts A and B presents herself.

(AO1 = 10, AO2 = 15, AO3 = 25)

In your response, you should include reference to any relevant theories and research.



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Handwriting practice area with 20 sets of dotted lines on a lined background.



Handwriting practice area with 20 sets of dotted lines on a lined background.



Handwriting practice area with 20 sets of dotted lines on a lined background.





(Total for Question 5 = 50 marks)

TOTAL FOR SECTION B = 50 MARKS

TOTAL FOR PAPER = 100 MARKS



Unit 6EN01/1 focuses on the Assessment Objectives AO1, AO2 and AO3 listed below:

Assessment Objectives		AO%
AO1	Select and apply a range of linguistic methods, to communicate relevant knowledge using appropriate terminology and coherent, accurate written expression	25
AO2	Demonstrate critical understanding of a range of concepts and issues related to the construction and analysis of meanings in spoken and written language, using knowledge of linguistic approaches	25
AO3	Analyse and evaluate the influence of contextual factors on the production and reception of spoken and written language, showing knowledge of the key constituents of language	50



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Edexcel GCE

English Language

Advanced Subsidiary

Unit 1: Language Today

Monday 10 January 2011 – Morning

Source Booklet

Paper Reference

6EN01/01

Do not return this Source Booklet with the question paper.

Turn over ►

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SECTION A: LANGUAGE AND CONTEXT

Materials for Questions 1, 2, 3 and 4

Group A:

Text 1

Irresistibly delicious

~ *Traditionally Made* ~

Farmhouse Biscuits Ltd.

MADE IN ENGLAND

The Bakery, Brook Street, Nelson,
Lancashire BB9 9PX

Traditionally Made Biscuits

These biscuits should reach you in perfect condition.

A great amount of care & passion has gone into making these fine English biscuits. Made using old traditional methods - we hope you enjoy them, as much as we enjoy making them.

Text 2



Text 3

Waitrose

KALTBACH CAVE-AGED GRUYÈRE

The Emmi Company have been maturing cheeses since 1782. They select only the best cheese from the small-scale dairies in the Canton of Fribourg for ripening in the cool, damp Kaltbach Caves near Lucerne for up to 14 months.

LE GRUYÈRE®
SWITZERLAND 





why a trial pack?

This pack is called a trial size because we want you to try it out for size. Give it a go. Sip it and see. Maybe you'll like it. Maybe you'll think 'Hey this stuff is good. I want an even bigger carton. By jingo, I want to fill my fridge with the biggest darn cartons I can find.'

Or maybe you won't. No one's going to come round your house and have a stern word if that's the case. But if you do like it, you can go large because this recipe and lots more are available in our big 1 litre cartons.

If you're still sat on the fence though, here's three more reasons to try and coax you over to the 'Actually, I do quite like it' side:

3 healthy reasons to drink this smoothie



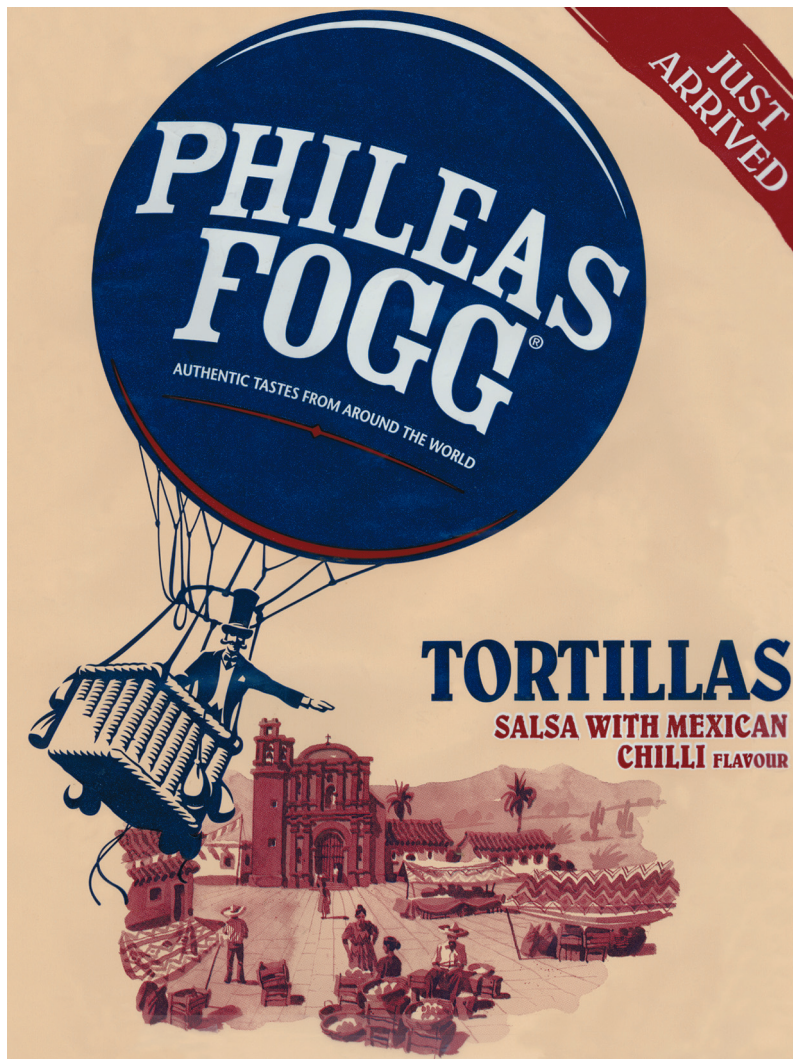
2 of your
5-a-day ✓

16% GDA
of fibre ✓

6 varieties
of fruit ✓



5 038862 304405



In the sweltering heat of Mexico grow the most perfect chillies. Each type has its own unique and special flavour. We have chosen the vibrant green Jalapeño and the fiery red Chipotle chillies. We mix our Jalapeño chilli flakes into the tortilla dough to give a greater depth of flavour. To finish we add the Chipotle chilli for a tantalising heat, perfectly balanced with the flavour of ripe, juicy tomato salsa.

PHILEAS FOGG. *Made with a world of flavour.*

REAL.

WHAT IS **PATATAS
BRAVAS** FLAVOUR?

WELL, APART FROM BEING
A DELICIOUS SPANISH DISH,
IT IS MORE IMPORTANTLY A
LIGHTHOUSE. IT ALERTS THE
WORLD TO OUR STANDARDS.
ILLUMINATES OUR TRUE
SPIRIT. AND WARNS THE
EATER 'DELICIOUS AND
TASTY **HANDCOOKED CHIPS**
UP AHEAD!'



50g e

Tyrrells®
Hand Cooked Potato Chips



Thank you for choosing our potato chips.

These chips are deliciously unique, because here at Tyrrells Court Farm in the heart of the unspoilt Herefordshire countryside, we're involved in every aspect of their creation. From growing and harvesting our own potatoes, to dreaming up mouth watering seasonings, we're in control from 'seed to chip'. We're passionate about all we do here at Tyrrells and regard these chips as the best you can taste.

At Tyrrells we enjoy food and we enjoy life: something we often refer to as 'Tyrrelling.' Have you been Tyrrelling recently? Send us your stories and a photo or two - you never know, you might appear on one of our packs...

Mail us at:
tyrrelling@tyrrellspotatochips.co.uk

The Great
Tyrrells.
Taste Test

Be 1 of 100 tasting panel members to receive
a free Tyrrells Taste Test box each month
Sign up at: www.tyrrellspotatochips.co.uk

Tyrrells®
Hand Cooked Potato Chips

*Worcester Sauce & Sundried
Tomato Flavour Potato Chips*

We've combined a splash of our
neighbouring county's famous sauce
with succulent sun-dried tomatoes to
create this regional favourite.

Our chips can be eaten as part of a
healthy common sense diet along with
plenty of broccoli and lots of exercise.

*Worcester Sauce
& Sundried Tomato*



Cooked on our farm in Herefordshire

40g e

**PARSNIP,
BEETROOT &
SWEET POTATO**
"Crisps for snobs"

Idiosyncratic but highly refined, these crisps are simply an inspired combination of down-to-earth flavours and impeccable style. With lashings of delightful flavour, they are dignified, graceful and almost impossibly delicious.

*Jonathan
Crisp™*

SECTION B: PRESENTING SELF

Text A:

J and **R** are young women being driven by **W** to the house of **W**'s son. **J** and **R** have not met **W** before. After a brief silence, a new topic of conversation about **J**'s sister begins.

Key:

CAPITALS	indicate emphatic stress on word
<?>	inaudible words
"..."	indicate reporting of direct speech of other person
/IPA/	to indicate pronunciation of selected words. This will only be used once, unless pronunciation of the word changes.
//	overlap
(.)	micropause
(1)	timed pause

- J:** it's funny though 'cos she can be really NAST /næst/ like that age group my sister is so NASTY like (.) really SPITEFUL like it's (.) I find it really I (.) every time I am around her even now like she's sixteen so she's just at the peak //
- R:** //mm//
- J:** // of being horrible //
- R:** // it's so <?>
- J:** I'm just like "how can you say those words to to (.) mum like how can how can you do that physically" like I could NOT say those words //
- R:** //mm//
- J:** //and she just has NO remorse for it whatsoever
- R:** she will do give her time when she's twenty // she will //
- J:** // yeah // I'm sure she will I'm quite glad that I don't have to look back and go "whoa god that's (.) wish I hadn't done that"
- R:** yeah
- J:** 'cos I didn't really do anything that bad [laughs]
- R:** Josh feels awful about it
- J:** yeah (1) but Kelly is just (1) but even MY friends that've been around her and even MUM'S friends are just like "I can't believe the way she is" it's not that she does anything (1) that BAD she's just quite MALICIOUS with her tongue like //
- R:** // yeah the way she yeah mm //
- J:** // and just (2) really (.) ungrateful and I don't know /ənədʒneɪ/ just like more things not like she's going out and (.) taking loads of drugs or smoking or whatever whatever she's just sort of like /dʒʊʔsɔ:ʔʌv[əɪʔ/ (1) she's not got any ASBOs or anything // [laughs] //
- R:** // [laughs] //
- J:** // like that but she's just sort of (.) yeah just difficult to be around really (.) [laughs] frustrating /frʊstraɪʔɪn/ [laughs] (1)
- R:** teenage girls eh
- J:** yeah I know worse [laughs] I'm sure
- W:** hmm

Text B: Materials for Question 5

This is a conversation from an online, private, chatroom between two female friends. *aab_123* is in Toronto, Canada, and *Fluffy* is in New York State, USA.

Key:

[xx:xx] – timestamp of comment

<...> - name of participant making a statement

* - participant signals an action

Session Start: Fri Jan 18 21:35:03 2008

[21:46] <aab_123> on to the kitchen

[21:51] * *Fluffy* hopes she stops hating the world in time to have fun tonight

[21:52] <aab_123> what's planned for tonight?

[21:52] <Fluffy> fancy ambulance corps banquet, party thinvg

[21:52] <aab_123> ooh, fancy can be fun :)

[21:53] <Fluffy> yeah, but last time i ended up having a crao time

[21:53] <Fluffy> and i am currently miffed at my father for signing me up for all-day ambulance duty in on site in the boonies tomorrow morning

[21:54] <aab_123> oh, so you're volunteering again

[21:54] <Fluffy> and he's all "fine, do what you want, don't be responsible"

[21:54] <Fluffy> and i'm considering being like "...mmkay!"

[21:54] <aab_123> well, the meals are usually good -- at least you don't have to cook yourself dinner.

[21:54] <aab_123> can you take your own car?

[21:55] <Fluffy> to the dinner?

[21:55] <Fluffy> or to tomorrow's duity?

[21:55] <aab_123> b/c responsible people would have an out, so they can get into bed early (wink wink)

[21:55] <Fluffy> the patrty won't be so bad. if nothing else, i can drink and eat and catch up with the innocent girlfriend i convinced to go along with me

[21:56] <Fluffy> it's the tomorrow that will suck

[21:56] <Fluffy> it would be annoying enough if i weren;t going to be out late tonight

[21:56] <Fluffy> but clearly i am, by virtue of my parents signing me up for the party

[21:56] <Fluffy> i was like "dude," and my dad's all, "we have to be there at 9:30 in the morning. what's early about that?"

[21:57] <Fluffy> "it's a saturday and that means i have to get up at like 8 to get showered and everything and YES THAT IS EARLY ON A SATURDAY"

[21:57] * *Fluffy* grumbles

[21:57] <aab_123> well, enjoy tonight

[21:57] <aab_123> and if you are grumpy tomorrow, you can take it out on him :D

[21:57] <Fluffy> heh

Session Close: Fri Jan 18 22:00:42 2008

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