

# Pearson Edexcel Level 3 GCE

## English Language

Advanced

Paper 3: Investigating Language

Pre-release materials – released January 2017

Paper Reference

**9EN0/03**

**You do not need any other materials.**

This booklet introduces five subtopics for the examination, one for each of the five topics:

The five topics are:

- Global English
- Language and Gender Identity
- Language and Journalism
- Language and Power
- Regional Language Variation

The summary, given for each topic, is a starting point for students to use for their own subtopic investigations.

The suggested resource list is intended to act as guidance and students should broaden their research beyond the list. Students and teachers need to consider carefully which resources to use as the list is for guidance and suggestion only.

Please note that resources were checked at the time of publication – all web addresses were working and all publications were available for purchase. However, materials may be withdrawn from circulation and website locations may change.

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## Topic: Global English

### Subtopic: New Zealand English

The settlement of New Zealand by English speakers began in the second half of the 18th century. New Zealand English developed from varieties then used in Australia and is often seen as a dialect of Australian English. It is influenced by Australian English, but is also influenced by Irish English, Scottish English and Māori.

Your investigation should focus on New Zealand English.

You should research:

- the historical development of English in New Zealand
- relevant frameworks of New Zealand English
- the influence of social, historical, technological and cultural factors on the development of English in New Zealand.

### Suggested research resources

#### General

##### Books

Jenkins, J. (2014) *Global Englishes – A Resource Book for Students*. 3rd edition. Oxford: Routledge.

Kirkpatrick, A. (2007) *World Englishes*. Cambridge: Cambridge University Press.

Burridge, K. and Kortmann, B. (2008) *Varieties of English*. Berlin: Mouton de Gruyter. Volume 3.

#### Specific

Data could be taken from recordings of speakers of New Zealand English, or from representations of the variety in newspapers, social media, blogs and websites.

##### Books

Hay, J., Maclagen, M. and Gordon, E. (2008) *New Zealand English (Dialects of English)*. Edinburgh: Edinburgh University Press.

##### Websites

The New Zealand English Journal, found at:

<http://www.victoria.ac.nz/lals/resources/nzej/past-contents>

There is a video about New Zealand English found here:

[https://www.youtube.com/watch?v=bV\\_UmOvV1vs](https://www.youtube.com/watch?v=bV_UmOvV1vs)

## Topic: Language and Gender Identity

### Subtopic: Gender Representations in Children's Advertising

Advertising reflects social and cultural trends of a particular time, and therefore television, radio and written advertisements reflect gender roles and sensibilities of that time. Some researchers argue that despite progress towards gender equality in the adult world, when it comes to the world of children, stereotypes are still defined and enforced.

Your investigation should focus on how language is used to represent gender in children's advertising.

You should research:

- the main developments in linguistic theory linked to gender and sexuality
- relevant language frameworks used in representing gender in children's advertising
- the influence of social, historical, technological and cultural factors on the representation of gender in children's advertising.

### Suggested research resources

#### General

##### Books

Baker, P. (2008) *Sexed Texts: Language, Gender and Sexuality*. London: Equinox Publishing Ltd.

Sunderland, J. (2006) *Language and Gender: An Advanced Resource Book (Routledge Applied Linguistics)*. London: Routledge.

Talbot, M. (2010) *Language and Gender*. Cambridge: Polity Press.

#### Specific

Data could be taken from advertisements, magazine articles, websites and other forms of media.

##### Books

Mills, S. (2008) *Language and Sexism*. Cambridge: Cambridge University Press.

##### Websites

An article on gendered toys can be found here: <http://www.theguardian.com/lifeandstyle/2014/apr/22/gendered-toys-stereotypes-boy-girl-segregation-equality>

##### Journals

There is an article by Bianca Bush and Adrian Furnham in *Young Consumers* Vol. 14 No.3 2013, pp. 216-229: *Gender Jenga: the role of advertising in gender stereotypes within educational and non-educational games*

## **Topic: Language and Journalism**

### **Subtopic: Sports Journalism**

The language of journalism has always changed in response to social, cultural and technological development. Newspapers, and later other forms of journalism, have always featured sports writing, although it has tended to be at the 'back' of the newspaper and is seen as being far away from politics, defence and international affairs. Sports journalism often reflects the values society places on sport.

Your investigation should focus on the changing language used in print and electronic journalistic sports articles.

You should research:

- the different ways journalists have commented on sport over time
- relevant language frameworks used in sports journalism
- the influence of social, historical, technological and cultural factors on sports journalism.

### **Suggested research resources**

#### **General**

##### **Books**

Finch, G. (2013) *Word of Mouth: A New Introduction to Language and Communication* (2nd edition). Palgrave Macmillan.

Reah, D. (2002) *The Language of Newspapers* (Intertext series – 2nd edition). Oxford: Routledge.

The British Library has an online archive of historic newspapers which can be accessed here: <http://www.britishnewspaperarchive.co.uk>

#### **Specific**

Data could be taken from websites, newspapers and magazines.

##### **Books**

Toney, J. (2013) *Sports Journalism: The Inside Track*. London: Bloomsbury Publishing Plc.

Beard, A. (1998) *The Language of Sport*. London: Routledge.

##### **Journals**

Free access journals with comments on sports reporting can be found at <http://www.tandfonline.com/page/openaccess>

## Topic: Language and Power

### Subtopic: Corporate and Business Language

The language of corporations and business is distinctive and has changed over time, with some saying that English is **the** language of business and management internationally. The language used in meetings, negotiations, interviews or presentations can affect the equality of participants and may affect their relative status.

Your investigation should focus on the language used in corporate and business settings.

You should research:

- the historical development of corporate and business language
- relevant language frameworks
- the influence of social, historical, technological and cultural factors on corporate and business language.

### Suggested research resources

#### General

##### Books

Fairclough, N. (2014) *Language and Power*. 3rd edition. Oxford: Routledge.

Mooney, A., et al (2015) *Language, Society and Power*. 4th edition. Oxford: Routledge.

Simpson, P. and Mayr, A. (2010) *Language and Power: A Resource Book for Students*. Oxford: Routledge.

#### Specific

Data could be taken from business records and reports, TV and radio broadcasts, newspaper business sections and print media websites.

##### Books

Bargiela-Chiappini, F. and Harris, S.J. (1997) *Managing Language. The Discourse of Corporate Meetings*. Amsterdam: John Benjamins Publishing Co.

##### Websites

The website of American business magazine Forbes has an interesting commentary on business jargon:

<http://www.forbes.com/pictures/ekij45gdh/most-annoying-business-jargon/>

An article on the use of business language can be found here:

<http://www.inc.com/jill-krasny/want-more-power-use-corporate-jargon.html>

## **Topic: Regional Language Variation**

### **Subtopic: Multicultural London English**

In cities across the UK new varieties of English are emerging particularly among the young. Multicultural London English combines elements from different forms of English which can include creolised forms and other vernacular varieties.

Your investigation should focus on the particular characteristics of Multicultural London English.

You should research the following aspects of this regional variety:

- the historical development
- relevant language frameworks
- the influence of social, historical, technological and cultural factors on regional language varieties.

### **Suggested research resources**

#### **General**

##### **Books**

Kortmann, J. and Upton, C. A. (Ed.) (2008) *A Handbook of Varieties of English 1: The British Isles*. New York: Mouton de Gruyter.

Beal, J.C. (2010) *An Introduction to Regional Englishes: Dialect Variation in England*. Edinburgh: Edinburgh University Library.

##### **Websites**

The British Library: [www.bl.uk](http://www.bl.uk)

#### **Specific**

Data could be taken from transcripts of regional speakers in the public eye, representations in the media and everyday conversations and representations in written form.

##### **Websites**

A downloadable PowerPoint presentation by Paul Kerswill on Multicultural London English can be accessed through a google search for Paul Kerswill Multicultural London English

A blog reviews the features of Multicultural London English at:  
<http://www.omniglot.com/blog/?p=9338>

##### **Journals**

There is an article on the emergence of Multicultural London English by Jenny Cheshire, Paul Kerswill, Sue Fox and Eivind Torgersen in the *Journal of Sociolinguistics*, February 2011.