



General Certificate of Education
Advanced Subsidiary Examination
June 2013

English Language and Literature **ELLB1F** (Specification B)

Unit 1 Introduction to Language and Literature Study

Friday 17 May 2013 1.30 pm to 3.15 pm

For this paper you must have:

- an AQA 12-page answer book
- your clean copy of the *Anthology*.

Time allowed

- 1 hour 45 minutes

Instructions

- Use black ink or black ball-point pen.
- Write the information required on the front of your answer book. The **Examining Body** for this paper is AQA. The **Paper Reference** is ELLB1F.
- Answer **both** questions.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- Your clean copy of the *Anthology* **may** be taken into the examination room. Copies of the *Anthology* taken into the examination must be clean: that is, free from annotation.
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 96.
- You will be marked on your ability to:
 - use good English
 - organise information clearly
 - use specialist vocabulary where appropriate.

Advice

- You are advised to spend 45 minutes on Question 1 and one hour on Question 2.

Answer **both** questions.

Question 1

0	1
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Text A is an advertisement for Abernethy biscuits. It was published on 19 June 1830 in the *Courier*, a Manchester newspaper.

Text B is an advertisement for Weston biscuits. It was published in *Good Housekeeping* magazine in 1943 during the Second World War.

Compare the ways in which the texts achieve their purposes.

You should compare:

- how the texts are structured and how they present their material
- how the purposes and contexts of the texts influence language choices. (32 marks)

Question 2

0	2
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The eating and/or preparation of food is often seen as being part of a social occasion.

Compare **two** texts from the *Anthology* in which the eating and/or preparation of food is shown in this way.

In your answer, write about some of the following **where appropriate**:

- contexts of production and reception
 - word choice
 - form and structure
 - grammar
 - figurative language
 - layout and presentation
 - sound patterning
- (64 marks)

END OF QUESTIONS

Text A

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Text B

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END OF TEXTS

**FOLD OUT THIS PAGE FOR TEXTS A AND B
ON PAGES 3 AND 4**

There are no questions printed on this page

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Text A: Advertisement for Abernethy biscuits, from *It Paid to Advertise* by Ann Brooks and Bryan Haworth, published by Printwise Publications Ltd, 1993.

Text B: Advertisement for Weston biscuits from *The Home Front - The Best of Good Housekeeping 1939–1945* by Brian Braithwaite, published by Leopold Books, 1995.

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