OXFORD

INTERNATIONAL
AQA EXAMINATIONS

INTERNATIONAL AS
ENGLISH LANGUAGE

UNIT 2 LANGUAGE AND SOCIETY

Thursday 16 January 2020 07:00 GMT Time allowed: 2 hours

Materials

For this paper you must have:

- an Oxford AQA Exams 12-page answer book.

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.
- There are **two** sections:
  – Section A: Language and social groups: texts
  – Section B: Language and social groups: writing.
- Answer Question 1 from Section A **and** Question 2 from Section B.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- The maximum mark for this paper is 50.
- The marks for questions are shown in brackets.
- There are 25 marks for Question 1 and 25 marks for Question 2.
- You will be marked on your ability to:
  – use good English
  – organise information clearly
  – use specialist vocabulary where appropriate.

Section A: Language and social groups: texts

Answer Question 1

0 1 **Text A** (on page 3) is part of a speech by a politician to the UK Parliament.

The UK Parliament makes laws to govern the country. The politician is presenting her views about the links between food advertising and obese or overweight children. She is arguing for a new law to regulate food advertising.

Examine how the speaker in **Text A** uses language to:

- present her views
- show her knowledge
- achieve her goals
- influence others.

[25 marks]

Text A

We are all united in ensuring that children have the best possible start in life, and that includes ensuring that they have a healthy start. Sadly, for all too many young people, that is not the case — and the problem is even worse in more deprived groups. Take Scotland, where in 2015–16 the most deprived areas had a 16% rate of childhood obesity, compared with 12% in the least deprived. However, this issue affects the whole United Kingdom, with one in five children starting primary school obese or overweight.

Of course, we all know the cause of these shocking figures. Bluntly, there are far too many children in this country who are not eating enough of the food that they need and too much of the food that they do not need. Not only does this affect their day-to-day lives, but the implications for later life cannot be overestimated, not least given that obesity is the biggest preventable cause of cancer after smoking — a statistic that very few are aware of. There is no simple solution to this, no silver bullet for this growing problem with childhood obesity.

We cannot ignore the pervasive influence of advertising across the wide range of media, given that these varying media channels have become such an important part of our daily lives. We must recognise that advertising regulations are now out of date. They must reflect the changed ways in which we receive media and the changed viewing patterns of children and young people. Current broadcast regulations ban junk food adverts only where the programmes, and channels, are specifically for children's entertainment. But what of family programming? Nearly 3 billion junk food adverts impacted on children through after-school television in 2015. Fifty-nine per cent of adverts broadcast over family viewing time would be banned from children's TV, but do we not expect children to see them during family shows?

We know how sophisticated online targeting through platforms such as Facebook, YouTube and online games has become. Despite many ongoing issues with protecting children online, I was pleased to see Google launch YouTube Kids — a safe place for child-friendly videos. That is a recognition, albeit a small one, that online publishers have just as much work to do as broadcasters in protecting children's health. There should also be, for online publishers, a very straightforward ban on junk food promotions for children and young people.

I am not calling for a ban on all junk food advertising — that would be a sledgehammer to crack a nut — but we cannot ignore the fact that advertising is contributing to childhood obesity. I do not suggest that this will end childhood obesity. It is far too complex a challenge for such an easy solution. We have a responsibility to give our children the best possible chance at the start of their life, and this Bill[1], which seeks to avoid such direct targeting, is part of delivering that best start.

[1] **Bill** is a proposal for a new law

Section B: Language and social groups: writing

Answer Question 2

0 2 How far does a speaker's audience influence their language use?

In your answer you should refer to relevant ideas from language study, such as:

- how and why speakers change their language depending on audience
- other factors, apart from audience, that affect how speakers use language.

[25 marks]

END OF QUESTIONS

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