

The material in this **Resource Booklet** relates to the questions in Section B of the Question Paper.

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SECTION B – Exploring language in context

Text A

Text A is a shortened transcript of a radio interview and a screenshot of the webpage where the interview can be heard, after the original broadcast on Radio 4's morning news programme, *Today*.

The topic of the interview is whether MyInternSwap, a new website, is giving unpaid work experience opportunities (internships) only to young people from more privileged backgrounds.

Interviewer:

Sarah Montague

Guests:

Nick Simmons, the director and creator of MyInternSwap, a website that organises internship swaps for people aged 16 and above.

Jim Waterson, from social news and entertainment website, BuzzFeed.

Man and Teenage boy by photocopier ©Getty Images. Image removed due to third party copyright restrictions.

Internships for 'slightly bigger elite'

A new website which helps parents swap work experience placements for their children has been criticised for potentially excluding less privileged families.

Nick Simmons: [] work experience is **crucially** important **everyone** knows it is **employers** say it our **universities** say it is (.) and it's not just box ticking on a CV it's also about getting **life** experience as well (.) and our site is (.) targeting (.) especially **young** kids (.) 16 17 18 19 year olds (.) they're unqualified a lot of them don't know what to do (.) and just going out and dipping in and out of short term work experience a **week** even a few days shadowing or (.) observational is er **hugely** important and those places of course **don't exist** (.) there's a **massive undersupply** because unsurprisingly most **people** most organisations employers are simply not interested in taking on short term (.) er work experience students because it's a **hassle** []

Sarah Montague: let me bring in Jim Waterson here (.) what do you think about that

Jim Waterson: I think (.) Nick's o operating with a lot of (.) yknow he's a **genuine** guy trying to sort out a problem which is there is a demand for people with work experience to go into jobs to go off to university [] problem is this site is expanding it from a **tiny** elite to a **slightly** bigger elite it's moving it from a **few** people who happen to know someone's dad who can get their son or daughter a job at (.) yknow a week's work experience at a law firm or (.) god forbid at the bbc or even some **banks** or family judges are even on there (.) to a **slightly** larger number of people []

Sarah Montague: do you do you **recognize** that Nick Simmons or you might just say look it's it's the **way the world works** but it is I think they call it opportunity hoarding

Nick Simmons: [] I know it's not very good **radio** but I think I can agree with most of Jim's sentiment (.) **except** I think we could be pushing a **little** further than he's suggesting we can (.) of course we can't **engineer extreme** social mobility¹ in one in one step (.)

Sarah Montague: // but **basically**

Nick Simmons: but but we're giving more opportunity

Sarah Montague: // **this is middle class people** and is it is it lots of private schools on there are you able to tell (.)

Nick Simmons: absolutely not it's **completely** mixed we're only

Jim Waterson: // there are a **substantial** number of private schools listed on there there are a lot

Nick Simmons: // there **are** a substantial number but there are just as many people in from um state funded insti institutions and a as well [] I think this er (1) this **assumption** and just built-in prejudice that **everyone** seems to have that only work experience with a **lawyer** or a **banker** or (.) an **engineer** is of **value** is just preposterous and we have people on our site (.) we have **seamstresses** a **boat** builder a **shopkeeper** owner (.) sort of people in what

Sarah Montague: // Jim do you want to say

Nick Simmons: // **you'd** say are low-value jobs but **we** say they're **valuable** to someone and so that

[]

¹Social mobility: being able to improve your social position. Being able to get a better job, buy a house, etc. if you want to.

Jim Waterson: there's a lot of very powerful people in **lots** of professions who will be listening to this and every time (.) if you **give** a week's work experience to the son or daughter of a friend **why** not think is there **someone** who wouldn't normally apply **someone** who wouldn't normally be able to get out there who **you** could offer it to and maybe go out and they're not necessarily going to be the sort of people with parents who

Nick Simmons: // I'm **absolutely** with you Jim and they can do that through the **site**

TRANSCRIPTION KEY

(.)	micropause
(1)	pause in seconds
//	overlapping speech
bold text	emphatic stress
[]	part of text removed

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SECTION B – Exploring language in context

Text B

Text B is a series of advertisements taken from a website called A Mighty Girl. The website sells toys, books and movies. The target audience for the products is young girls and parents.

Website header. Item removed due to third party copyright restrictions.

RECOMMENDED AGE

Birth – 2 (Baby)	9
2 – 3 (Toddler)	16
3 – 5 (Preschool)	38
6 – 8 (Elementary)	39
9 – 12 (Pre-Teen)	30
13+ (Teen)	16

SPECIAL FEATURES

Eco-Friendly	7
Ethically Made	1

Toy Wonder Woman in Invisible Plane. Item removed due to third party copyright restrictions.

Commercial text for Toy Wonder Woman in Invisible Plane. Item removed due to third party copyright restrictions.

Ages: 1 – 4
New: \$25.99

[Add to Wishlist](#)



image Woodworking kit, Lakeshore Learning. Image removed due to third party copyright restrictions.

Removed due to third party copyright restrictions.

Woodworking Kit

Text for woodworking kit, Lakeshore Learning. Removed due to third party copyright restrictions.

Ages: 4 – 12
New: \$34.99

[Add to Wishlist](#)



Toy Ambulance. Item removed due to third party copyright restrictions.

Rescue Ambulance

Commercial text for Toy Ambulance. Item removed due to third party copyright restrictions.

Ages: 4 – 8
New: \$22.95

Add to Wishlist



Primary Science Set

Commercial text for Science Set. Item removed due to third party copyright restrictions.

Ages: 4 – 7
New: \$17.84

Add to Wishlist



Amelia Earhart Doll & Biography

Commercial text for Doll of Amelia Earhart. Item removed due to third party copyright restrictions.

Ages: 8 and up
New: \$39.99

Add to Wishlist



Image of Hunger Games Katniss Everdeen doll. Item removed due to third party copyright restrictions.

Katniss Everdeen Doll

Commercial text for Hunger games Katniss Everdeen doll. Item removed due to third party copyright restrictions.

Ages: 6 and up
New: \$44.95

Add to Wishlist



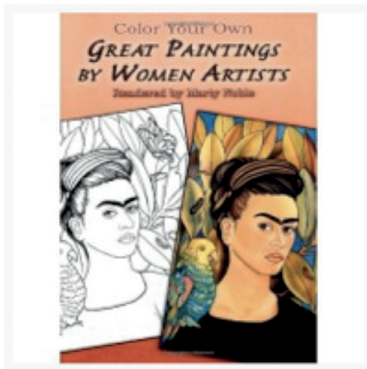
Rosie the Riveter Puzzle

Commercial text for puzzle. Item removed due to third party copyright restrictions.

Ages: 7 and up
New: \$14.99

Add to Wishlist





Color Your Own Great Paintings by Women Artists

Commercial text for colouring book. Item removed due to third party copyright restrictions.

Ages: 9 and up
New: \$0.90

[Add to Wishlist](#)



Glossary

EMT – emergency medical technician (an American term for a paramedic)

Iconic – describes a very well-known part of popular culture

Amelia Earhart – the first woman to fly solo across the Atlantic, in 1932

Rosie the Riveter – the image first appeared in the 1940s in America during the war

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