



Oxford Cambridge and RSA

**Wednesday 15 May 2019 – Morning**

**AS Level English Language**

**H070/02 Exploring contexts**

**Time allowed: 1 hour 30 minutes**



**You must have:**

- the OCR 12-page Answer Booklet (OCR12 sent with general stationery)
- the Resource Booklet

**INSTRUCTIONS**

- Use the Resource Booklet when answering questions in Section B.
- Use black ink.
- Answer the question in Section **A** and **one** question in Section **B**.
- Write your answer to each question on the Answer Booklet.
- Write the number of each question you have answered in the margin.

**INFORMATION**

- The total mark for this paper is **60**.
- The marks for each question are shown in brackets [ ].
- This document consists of **4** pages.

Answer the question in **Section A** and **one** question in **Section B**.

### SECTION A – Writing about a topical language issue

You are advised to spend about 40 minutes on this section.

*‘The language of advertising is becoming less sexist.’*

- 1 Write an online magazine article that critically engages with the statement above and persuades readers of a particular point of view. Your article should be aimed at a non-specialist, reasonably well-educated audience. You should write about 500 words. **[24]**

### SECTION B – Exploring language in context

Answer Question **2** OR Question **3**.

You are advised to spend about 50 minutes on this section.

**EITHER**

#### 2 Language and Power

Read **Text A** in your **Resource Booklet** and answer the following question.

Using appropriate terminology, examine **Text A** in the light of the ways in which power is represented. In your answer you should:

- analyse the relevant language features of the text
- explore how contextual factors and language features construct meanings
- consider the ways in which your understanding of concepts and issues relating to power in language use illuminates the representation of power within the text. **[36]**

**OR**

#### 3 Language and Gender

Read **Text B** in your **Resource Booklet** and answer the following question.

Using appropriate terminology, examine **Text B** in the light of the ways in which gender is represented. In your answer you should:

- analyse the relevant language features of the text
- explore how contextual factors and language features construct meanings
- consider the ways in which your understanding of concepts and issues relating to gender in language use illuminates the representation of gender within the text. **[36]**

**END OF QUESTION PAPER**

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