

**ENGLISH LANGUAGE AND LINGUISTICS**  
**Paper 1 Analysing Language Use**

**9727/01**  
1 September 2015

Additional Materials: Answer Paper

3 hours

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**READ THESE INSTRUCTIONS FIRST**

Write your registration number and name on all the work you hand in.  
Write in dark blue or black pen on both sides of the paper.  
Do not use paper clips, highlighters, glue, or correction fluid.

Answer Question 1 (Section A) **and** Question 2 (Section B).  
At the end of the examination, fasten all your work securely together.  
Each question in this paper carries 25 marks.  
You are reminded of the need for good English and clear presentation in your answers.

A reference chart of IPA Phonemic Symbols is provided at the end of this Question Paper.

## Section A: Analysis

The following texts relate to freedom.

Text A is a transcription of an extract from an interview conducted at the 45<sup>th</sup> St. Gallen Symposium, an event that gathers current and future world leaders in dialogue.

Text B is an extract from the Freedom House 2015 report on freedom in Singapore.

Read both texts, and then complete the following task:

- 1 Compare the linguistic features of Text A and Text B, considering relevant contextual factors.

In your analysis you should make relevant reference to the following:

- Differences between features of spoken and written language
- Lexis, grammar and phonology
- How the contexts affect the ways language is used.

[25 marks]

### Text A

*This is a transcription of part of a face-to-face interview that is conducted in front of a live audience. The interviewer, Stephen Sackur (SS), is talking to Tharman Shanmugaratnam (TS), Deputy Prime Minister and Minister for Finance of Singapore.*

- |    |   |    |
|----|---|----|
| SS | but I dare say (.) and this where we get into a conversation about Singapore that isn't (.) as you say <u>just</u> about extra <u>o</u> rdinary growth rates and (.) economic success (.) but is about the way in which the body politic works (1) to <u>some</u> (.) of us <u>sensitive flowers</u> in the west (.) the the authorit <u>ar</u> ianism that under <u>pin</u> s that approach to (.) managing a society (.) feels un <u>com</u> fortable to us | 1  |
| TS | yup so that's (.) that's a (1) a (.) caricature (1) I mean even The (.) Economist which is not exactly a (.) cheerleader for Singapore (.) uh (.) has (.) uh would say as it just did in its in its um (.) editorial form of obituary when Mister Lee Kuan //Yew// passed away  | 5  |
| SS | //mm//  | 10 |
| TS | uh that Singapore has free fair and regular elections (1) we are a parliamentary democracy (.) not in <u>exactly</u> the same mould as Britain or the United States certainly (.) //  |    |
| SS | // no (.) I // mean I think (inaudible)   |    |
| TS | // but we <u>are</u> parliamentary democracy and an elected government (.) makes decisions which it feels are the best (.) in the best interests of the country (.) today (.) and for the future (.) and we (.) we're accountable for it  | 15 |
| SS | yea (.) I mean it's a democracy of <u>sorts</u> (.) you you <u>don't</u> have a genuinely (.) free (.) truly liberated press=   | 20 |
| TS | =not in the British sense (.) <u>no</u> =   |    |
| SS | =well //not in any /se/ I mean I//  |    |
| TS | //no but but in the in the //(inaudible)  |    |

SS	//much as I'd like to take credit for the notion of a free	
	press it's not //a British idea it's just a //	25
TS	// I I (1) I // I didn't mean it entirely as a compliment	
	(1)	
SS	(laughs)	
TS	but I (.) but as a (.) as a description	
	(applause from audience)	30
TS	but as a description	
SS	you <u>are</u> missing Page 3 of The Sun newspaper and that's no great loss I agree	
	(.) but but but actually there is a serious point //when// when journals that are	
	respected and (.) and have a role to //play//	
TS	//there is//	35
	//yup//	
SS	like (.) you know the Far East Economic //Review// (.) for <u>years</u> and <u>years</u> //	
TS	//yup//	
SS	are <u>hounded</u> by //your government //	
TS	//yup //no (.) they the the rules are very clear and	40
	simple (.) Singapore is an <u>extremely</u> open society (.) by virtue of the number of	
	foreign publications that are circulated and there are well over five thousand (.)	
	the fact that Singaporeans are (.) <u>probably</u> more than any other society (.)	45
	broadband penetrated (.) the fact that uh they are English educated and have	
	access to a <u>whole world</u> of information on the Internet (.) it's an <u>extremely</u> open	
	society (.) there's no doubt about it (.) we are unconventional (.) in requiring (.)	
	in our laws (.) that (.) we have the right of reply (.) when foreign publications	
	publish something that we feel is <u>false</u> or <u>misleading</u> we just have the right of	50
	reply (1) and when publications as you know very well (.) uh refuse to publish a	
	a reply (.) we impose uh (.) uh restrictions on them that affect their advertising	
	revenues (.) unconventional you might not agree with it (.) but the <u>larger</u> point is	
	<u>this</u> (2) I think we all need some <u>humility</u> (1) we all need some humility (.) on the	
	ways that best advance a liberal order (.) to take Lord Griffith's point this	55
	morning (.) a liberal order economically socially and politically (1) we all need	
	some liberty (.) uh some uh some humility as to how we achieve that not just for	
	today but for tomorrow (.) how do you sustain it (.) how do you sustain it	

### TRANSCRIPTION KEY

(1) = pause in seconds

(.) = micro-pause

// - speech overlap

underlining = stressed sound / syllable(s)

/tə/ = phonemic representation of speech sounds

## Text B

### D. Freedom of Expression and Belief: 9 / 16

1

The government maintains that racial sensitivities and the threat of terrorism justify draconian restrictions on freedoms of speech, but such rules have been used to silence criticism of the authorities. All domestic newspapers, radio stations, and television channels are owned by companies linked to the government. Editorials and news coverage generally support state policies, and self-censorship is common, but newspapers occasionally publish critical content. The Sedition Act, in effect since the colonial period, outlaws seditious speech, the distribution of seditious materials, and acts with “seditious tendency.” Popular videos, music, and books that reference sex, violence, or drugs are also subject to censorship. Foreign broadcasters and periodicals can be restricted for engaging in domestic politics, and all foreign publications must appoint legal representatives and provide significant financial deposits. Both traditional outlets and foreign-owned information providers such as Yahoo! have had to meet stricter licensing requirements and face legal challenges in recent years, which have been perceived as forms of harassment to hinder the free flow of information.

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The internet is widely accessible, but authorities monitor online material and block some content through directives to licensed service providers. Singaporeans’ increasing use of social-networking websites has sparked interest in social activism and opposition parties, contributing to opposition electoral gains. The Media Development Authority requires news websites to apply for individual licenses that are subject to annual renewal, post a financial bond with the regulator, and respond to removal orders within 24 hours. Major websites are prohibited from “advocating homosexuality or lesbianism.”

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Bloggers increasingly risk being charged with defamation. Prominent blogger Roy Ngerng Yi Ling faced a defamation suit from the prime minister in 2014 after covering corruption in the management of Singapore’s retirement savings plan. Ngerng was fired from his job at a hospital with approval from the Ministry of Health and in November was found guilty in the suit. In October, Senior State Counsel Tai Wei Shyong, acting for the attorney general, urged the High Court to hold blogger Alex Au, who actively advocates for the rights of LGBT (lesbian, gay, bisexual, and transgender) people, in contempt of court for two blog articles that suggested a “systemic bias” in Singapore’s judiciary against cases involving same-sex sexual activity; no judgment had been issued by the end of 2014.

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## Section B: Adaptive writing and commentary

Texts C, D and E relate to Facebook.

Text C is adapted from Market Realist, an investment research and analysis online publication.

Text D is an extract taken from the technology analysis section of the BBC World Service website.

Text E is a Facebook status update taken from Mark Zuckerberg's public profile page. Zuckerberg is the Founder and Chief Executive Officer of Facebook.

Read all three texts, and then complete the following tasks:

- 2 (a)** Facebook is concerned that despite strong recent financial performance, investor confidence has been steadily deteriorating. In light of Facebook recently reaching the milestone of 1 billion unique users in a single day, you have been tasked to write a press release to inform investors of this achievement, and to inspire greater investor confidence in the future of the company.

Write the text for this article in approximately 300-400 words. Base your writing on the ideas and references which are contained in Texts C, D and E, adapting them in a way which will be suitable for your audience and purpose.

**and**

- (b)** Write an evaluation of approximately 300-400 words of your adaptation for (a). Your evaluation should illustrate significant linguistic differences between your adaptation and Texts C, D and E, by considering:

- Mode of address to the reader
- Lexical choices
- Grammatical and syntactical cohesion
- Morphology

and any other relevant linguistic issues.

**[25 marks]**

## Text C

### Facebook Stock Falls after 2Q15 Earnings Release

By Matilda James • Aug 26, 2015 4:05 pm EDT

1

#### Strong 2Q15 results

Facebook ([FB](#)<sup>1</sup>) announced its 2Q15 earnings on July 29, 2015. The company reported adjusted EPS (earnings per share) of \$0.50 and revenue of \$4.04 billion. This is a 39% increase in revenue for the quarter ended June 30, 2015.

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Facebook beat analysts' EPS estimate of \$0.47 cents and revenue of \$3.99 billion. The company's monthly active users (or MAU) in 2Q15 were 1.31 billion compared to 1.07 billion in 2Q14. This is an increase of 13% year-over-year.

#### Facebook stock falls 5.4%

Although Facebook ([FB](#)<sup>1</sup>) beat analysts' estimates for 2Q15 in terms of projected revenue and EPS, it failed to impress investors. Facebook stock fell 5.4% after the earnings release.

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The fall in Facebook stock resulted from an 82% rise in expenses, which in turn affected overall earnings. The rate of growth has also been slowing down for four consecutive quarters in terms of year-over-year revenue. However, the company reported a 13% increase in monthly active users, which was much more than competitors Twitter ([TWTR](#)<sup>1</sup>) and Yelp.

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Twitter and Yelp ([YELP](#)<sup>1</sup>) both reported disappointing 2Q15 results, and their stocks fell 14% and 25%, respectively. Both companies have been struggling to attract new users, as more and more mobile users are drifting away to sites such as Google ([GOOG](#)<sup>1</sup>) and Facebook.

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Yelp is looking for ways to compete with Google. There's a slowdown in Yelp's traditional advertising, and mobile users are using Google to get information on local businesses.

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#### Future outlook

Facebook's total user base is currently 1.4 billion. That's 20% of the world's population. According to analysts, Facebook's future growth will rely on marketing activities and increased user time. Facebook's acquisitions, including WhatsApp Messenger, Instagram, and Messenger, will ensure that inorganic growth continues for the long term.

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<sup>1</sup> These are stock symbols which identify the stock belonging to its particular company.

## Text D

**One billion in a day on Facebook? No big deal**

Dave Lee, North America technology reporter  
28 August 2015

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**How time flies when you're wasting your life poking around on social media.**

It was way back in October 2012 when Facebook first announced it had one billion users using the site at least once a month - and now, just under three years later, the site has managed to pull in that many in a single day.

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The question is how can it continue to grow? Surely it will plateau at some point, right? Yes - but we're a long way off that. One billion is just the beginning.

I've just come back from a meeting at Facebook's headquarters in Menlo Park, California, to discuss some of the projects Facebook has in the pipeline. On the wall, a map of the world highlighting countries with lots of Facebook users.

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Sure, the US and Europe are almost at peak Facebook.

But there are huge gaps. Africa, much of Asia, some of Latin America.

That's where Facebook is focused on now. To gain users here it is investing in new ways to get people online.

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Last month we heard about the British-designed drone it'll soon start trialling, designed to give connectivity to areas that currently have none.

**Milestone... for today**

Facebook's size will soon no longer just be about how many people are logging in to the social network, either.

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During my quick tour - more about that in the coming weeks and months - I saw the firm's latest efforts in virtual reality and artificial intelligence, as well as the more "boring" (to use a harsh word) stuff like data centre infrastructure, in which Facebook is a pioneer.

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And it was just Wednesday when I wrote about Facebook M, the company's new digital assistant.

Soon a billion people using Facebook in one day will be nothing out of the ordinary. We'll look back on today and laugh at how insignificant today's milestone feels.

Whether that's a good or bad thing, I'll leave up to you.

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**Text E**

Mark Zuckerberg  
August 27 at 1.33pm

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We just passed an important milestone. For the first time ever, one billion people used Facebook in a single day.

On Monday, 1 in 7 people on Earth used Facebook to connect with their friends and family.

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When we talk about our financials, we use average numbers, but this is different. This was the first time we reached this milestone, and it's just the beginning of connecting the whole world.

I'm so proud of our community for the progress we've made. Our community stands for giving every person a voice, for promoting understanding and for including everyone in the opportunities of our modern world.

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A more open and connected world is a better world. It brings stronger relationships with those you love, a stronger economy with more opportunities, and a stronger society that reflects all of our values.

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Thank you for being part of our community and for everything you've done to help us reach this milestone. I'm looking forward to seeing what we accomplish together.



## REFERENCE TABLE OF IPA PHONEMIC SYMBOLS (RP)

1 Consonants of English		2 Pure vowels of English	
/f/	<u>f</u> at, rou <u>gh</u>	/i:/	be <u>a</u> t, kee <u>p</u>
/v/	<u>v</u> ery, vi <u>ll</u> age, lo <u>v</u> e	/ɪ/	bi <u>t</u> , ti <u>p</u> , bu <u>s</u> y
/θ/	<u>th</u> eatre, <u>th</u> ank, ath <u>l</u> ete	/e/	be <u>t</u> , ma <u>n</u> y
/ð/	<u>th</u> is, <u>th</u> em, wi <u>th</u> , ei <u>th</u> er	/æ/	ba <u>t</u>
/s/	<u>s</u> ing, thi <u>n</u> ks, lo <u>s</u> ses	/ʌ/	cu <u>p</u> , so <u>n</u> , bloo <u>d</u>
/z/	<u>z</u> oo, be <u>d</u> s, ea <u>s</u> y	/ɑ:/	ca <u>r</u> , hea <u>r</u> t, ca <u>l</u> m, au <u>n</u> t
/ʃ/	<u>s</u> ugar, bu <u>sh</u>	/ɜ:/	po <u>t</u> , wa <u>n</u> t
/ʒ/	plea <u>s</u> ure, be <u>i</u> ge	/ɔ:/	po <u>r</u> t, sa <u>w</u> , ta <u>l</u> k
/h/	<u>h</u> igh, <u>h</u> it, be <u>h</u> ind	/ə/	a <u>b</u> out
/p/	<u>p</u> it, to <u>p</u> , sp <u>i</u> t	/ɜ:/	wo <u>r</u> d, bi <u>r</u> d
/t/	<u>t</u> ip, po <u>t</u> , ste <u>p</u>	/ʊ/	bo <u>o</u> k, wo <u>o</u> d, pu <u>t</u>
/k/	<u>k</u> ee <u>p</u> , ti <u>c</u> k, sca <u>r</u> e	/u:/	fo <u>o</u> d, so <u>u</u> p, ru <u>d</u> e
/b/	<u>b</u> ad, ru <u>b</u>		
/d/	ba <u>d</u> , di <u>m</u>	3 Diphthongs of English	
/g/	gu <u>n</u> , bi <u>g</u>		
/tʃ/	<u>ch</u> urch, lu <u>n</u> ch	/eɪ/	la <u>t</u> e, da <u>y</u> , gr <u>ea</u> t
/dʒ/	ju <u>d</u> ge, gi <u>n</u> , ju <u>r</u> y	/aɪ/	ti <u>m</u> e, hi <u>gh</u> , di <u>e</u>
/m/	<u>m</u> ad, ja <u>m</u> , sm <u>a</u> ll	/ɔɪ/	bo <u>y</u> , no <u>i</u> se
/n/	ma <u>n</u> , no, sn <u>o</u> w	/aʊ/	co <u>w</u> , ho <u>u</u> se, to <u>wn</u>
/ŋ/	si <u>ng</u> er, lo <u>ng</u>	/əʊ/	bo <u>a</u> t, ho <u>m</u> e, kno <u>w</u>
/l/	lo <u>u</u> d, ki <u>ll</u> , pla <u>y</u>	/ɪə/	ea <u>r</u> , he <u>r</u> e
/j/	<u>y</u> ou, pu <u>r</u> e	/eə/	a <u>ir</u> , ca <u>r</u> e, cha <u>ir</u>
/w/	<u>o</u> ne, <u>w</u> hen, <u>s</u> weet	/ʊə/	ju <u>r</u> y, cu <u>r</u> e
/r/	<u>r</u> im, br <u>ea</u> d		