



Catholic Junior College
JC2 Preliminary Examinations
Higher 2

ENGLISH LANGUAGE AND LINGUISTICS

9727/01

Paper 1 Analysing Language Use

23 August 2017

Additional Materials: Answer Paper

3 Hours

READ THESE INSTRUCTIONS FIRST

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

Answer 2 Questions.

All questions carry equal marks.

Answer Question 1 (Section A) and Question 2 (Section B).

At the end of the examination, submit your answers separately.
You are reminded of the need for good English and clear presentation in your answer.

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

This document consists of **9** printed pages and **1** blank page.

[Turn over

Section A: Analysis

The following texts are about beauty pageants.

Text A is a transcription of a television talk show.

Text B is an extract from a set of rules and regulations from *Miss Teen Dream USA* Pageant.

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:

- differences between spoken and written language
- lexis, grammar and phonology
- how the contexts affect the ways language is used.

[25]

Text A is a television talk show, *Good Morning Britain*, hosted by Piers and Susanna. They are interviewing Laura and Harriet about relevance of beauty pageants. Harriet is a journalist who writes for *The Guardian* and Laura is the winner of the *Miss Great Grimsby*, a beauty pageant.

Susanna: presumably you are sitting alongside miss great grimsby because you do still have an issue (.) with beauty pageants (.) am i right (?)=

Harriet: =I do I find them a (.) very dated and sexist and actually in this era when really we're talking about (.) in the last few years the kind of empowerment and movement and ACTIVISM of women (.) to go back 5
to a time where we are still judging women really about their physical body (.) and not about their personality or their intelligence or their soul (.) I find that really depressing
//

Piers: but what's /tə/ difference between (.) a beauty pageant (.) and every single women's magazine in the world (.) which puts very beautiful 10
women (.) on /tə/ front page (.) you don't see them put mingers¹ on /tə/ front page do you(?)
//

Harriet: you don't yes and I think that's very sad
//

Piers: yeah
//

Harriet: maybe we should be campaigning that 20
they should=

Piers: =yes but i'm playing devil's advocate here it's like
//

Susanna: perhaps we shouldn't
describe anybody in (.) using the phrase you just used =

Piers: =what (.) /tə/ minger (.) its a it's a colloquial phrase 25

Harriet & Laura: (laughs)

Piers: but wait here's my point (.) WHAT is wrong with celebrating beauty(?)=

Harriet: =there's nothing wrong with celebrating beauty
//

Piers: so why should we (.) why
should we not have beauty pageants (?) 30
//

Harriet: but (.) but when we
//

Piers: why should magazines not have beautiful
women (?)
//

Harriet: when well when when that's what that's al-
//

Piers: tell me why that is WRONG= 35

Harriet: =when that's all we celebrate for women when we say that actually your value as a woman is down to what your DRESS SIZE is (.) what you LOOK like what your HAIR does and when we look at the women on the covers of those magazines and we look at the women and in

these beauty pageants (.) they are ALL one standard of beauty (.) they are ALL predominantly white (.) they are ALL predominately the same SIZE (.) they are ALL pretty much under twenty four (.) what happened to actually beauty being in the eye of the beholder (.) where is the the diversity within these pageants= 40

Susanna: =okay (.) laura (.) why is harriet wrong having learned what you've learned (?) 45

Laura: ive gone into this pageant and theres been girls of all shapes (.) all sizes (.) im five foot three im not exactly supermodel material (.) a lot of the girls are on the smaller side (.) there was bigger girls there was smaller girls and= 50

Piers: =and but you won

Laura: (1) be (.) because there's no stereotype

Harriet: look (.) in 2017 we're still perpetuating (.) a standard of beauty that was really at its height in the 1950s and 1960s (.) WHERE are the pageants that celebrate the intelligence or the careers of women (.) or the activism of them (.) where are THOSE pageants (.) no (.) they are just about 55

//

Piers: well hang on (.) hang on (.) let's put you up on that (.) so WHAT kind you'd like to have (.) WHAT (?) (.) a pageant for oversized women (?) (.) for intelligent women (?) maybe if you have one for intelligent women (.) do you have to have a pageant for stupid women (?) (.) errr where where do do you take your logic (?) 60

¹ Minger: an unattractive person (informal and derogatory)

Transcription Key

// speech overlap
 (.) micropause
 (1) pause in seconds
 CAPITALS a word/phrase/syllable is said loudly
Underline stressed word/phrase/ syllable(s)
 (?) questioning intonation
 /tə/ phonemic representation of speech sounds
 (laughs) paralinguistic feature

Text B is a set of rules and regulations from Miss Teen Dream USA Pageant.

RULES AND REGULATIONS FOR ALL CONTESTANTS 1

To be eligible for the Miss Teen Dream USA Pageant, you must adhere to the following criteria:-

- All Delegates 18 years and under will need to obtain Parental/Guardian consent and permission before applying to the Miss Teen Dream Pageant. For security purposes, we will NOT entertain correspondence or inquiries from minors. 5
- All Delegates should not have a criminal record, felony or any convictions.
- All Delegates will be required to pay Application, Sponsorship Registration and Scholarship Fees to be eligible to enter. 10
- All Delegates will be expected to stay at the Host Hotel for their relevant State Pageant for the full duration of the Pageant
- All Delegates that are crowned Titleholders will understand and agree that, during their one-year reign in the capacity as a Miss Teen Dream Titleholder, her professional affairs in her role as Royalty can be organized by Miss Teen Dream USA and that she will be required to obtain written permission before undertaking any endorsements. 15

Mandatory Requirements: 20

All our Finalists must have the following:-

- Possess a bright and lovely personality and have excellent manners and social skills.
- Possess charisma, elegance, poise and a charming nature.
- Possess a bright, compassionate, caring and genuine personality 25
- Radiate a unique, divine, bright and charming charismatic disposition
- Have poise, elegance, excellent decorum, manners and etiquette 30
- Be an excellent conversationalist with complementing social skills
- Possess A Natural, Pure & Wholesome beauty - both inside and out

A Natural Pageant: First and foremost, THE MISS TEEN DREAM USA PAGEANT is a “NATURAL PAGEANT”. The term “A NATURAL PAGEANT” means that Finalists will **not be** permitted to wear hairpieces, extensions, flippers and excessively gaudy and tasteless false eyelashes, heavy make up, spray tans, etc.) 35

40

Section B: Adaptive Writing and Commentary

Texts C, D and E relate to sustainable fashion.

Text C is from the website of *Ethica*, an ethical fashion shopping platform.

Text D is a news article published on *Bloomberg*.

Text E is a from a forum discussion on sustainable fashion.

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

- (a)** *New Fashion*, a local lifestyle magazine targeted at Singaporean teenagers, is interested in exploring the issue of sustainable fashion. You have been asked to contribute an article explaining the concept of sustainable fashion and expressing your opinion on it.

Write the text for the magazine article, consisting of 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 purpose and audience.

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]

Text C

All of the companies we work with are socially responsible and people-friendly. Their products are made in safe, healthy environments where workers are treated and compensated fairly. Many of our brands make their items in the U.S.A. or European Union, where labor and environmental regulations are more comprehensive and better enforced. Companies that manufacture in developing countries must demonstrate that they are doing so in a way that empowers, rather than exploits, workers, and that employees or contractors are afforded basic protections in line with international labor standards. 5

Second to oil in terms of total environmental impact, and to agriculture when it comes to being the largest polluter of clean water, the fashion industry is one planet-harming juggernaut. The sustainable fashion designers represented at *Ethica* are careful stewards of the planet, implementing a variety of eco-friendly measures to minimize their environmental footprints. Beyond that, theirs are timeless, quality products designed to have long life-cycles, rather than throwaway pieces to be discarded be as part of a relentless, trend-driven commerce model. 10 15

Some of the steps our designers take to create eco-friendly clothing and accessories include:

- Using salvaged, reclaimed, vintage, repurposed or upcycled materials
- Using high-quality natural fibers (e.g., cotton, flax/linen, hemp, jute, wool, cashmere, alpaca, silk) that are sustainably and responsibly harvested. Natural fibers are renewable resources and biodegradable 20
- Using environmentally friendly cellulose fibers, such as tencel or lyocell, cupro and acetate
- Using recycled materials, particularly those sourced from post-consumer or post-industrial streams, and recycled through energy-efficient and/or closed-loop processes 25
- Avoiding or minimizing the use of synthetic fibers like polyester, acrylic and nylon, which are made from petrochemicals, do not biodegrade and increase our dependence on oil 30
- Avoiding or minimizing the use of harmful chemicals, including petrochemical dyes, formaldehyde, VOCs, chlorine, PBTs and heavy metals

Text D

Apparel chains such as H&M, Zara and Forever 21 conquered the retail world by promising fast fashion: cheap, trendy and disposable.

Yet there's a growing number of consumers this holiday season who want just the opposite. Data shows that shoppers -- especially millennials, the target market for fast-fashion companies -- are increasingly looking for clothes made of higher-quality materials or they're keeping their existing clothes longer. Some are even seeking apparel that's been reused or recycled. 5

"The issue is that 150 billion new articles of clothing are produced globally every single year," Bedat said. "The challenge is to produce clothing at the design side of things that people want to wear more than seven times." 10

Text E

[\[-\]crackedlikeanegg](#) 1 month ago

Personally my biggest concern is the human rights abuses. Companies like Forever 21, Gap, and H&M pay women and children pennies a day to work long hours in unsafe factories making their clothes. This is how they are able to turn a profit while keeping their clothes so cheap for the consumer. When ever the worst happens, such as the collapse of Rana Plaza (over 1,000 dead) these companies dodge blame by saying they didn't know how their clothes were being made. They apologize and promise to make changes, but fail to institute any more stringent safety policies bc they know it would cost them money. Others shouldn't have to suffer and die so I can buy a dress for \$9 5

[\[-\]MyxococcusXanthus](#) 1 month ago

So much this! This is my number one concern as well. Any form of slave labor/ child labor is an automatic boycott. 10

Secondly I try to look for companies that even /attempt to be environmentally concerned. But this is so difficult to find. When you can't find many companies that care about human rights, they damn well don't care about the environment. 15

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, <u>v</u> illage, lo <u>v</u> e	/ɪ/	b <u>i</u> t, t <u>i</u> p, bu <u>s</u> y
/ə/	<u>t</u> heatre, <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, w <u>ith</u> , e <u>ith</u> er	/æ/	ba <u>t</u>
/s/	<u>s</u> ing, thi <u>n</u> ks, lo <u>ss</u> es	/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>	/ɐ/	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, b <u>i</u> rd
/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>ck</u> , 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> , <u>d</u> im	3 Diphthongs of English	
/g/	<u>g</u> un, bi <u>g</u>		
/tʃ/	<u>ch</u> urch, lun <u>ch</u>	/eɪ/	la <u>t</u> e, da <u>y</u> , gr <u>ea</u> t
/dʒ/	<u>j</u> udge, 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> , n <u>o</u> , sn <u>o</u> w	/aʊ/	co <u>w</u> , ho <u>u</u> se, to <u>w</u> n
/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		

BLANK PAGE

Acknowledgements

Text A adapted from Youtube <https://www.youtube.com/watch?v=CXWzUgGHSR4>

Text B adapted from *Miss Teen Dream USA*, 'Rules and Regulations'

<http://www.missteendreamusa.com/pageant-rules-and-regulations.html>

Text C adapted from Ethica, 'About Us' <http://www.shopethica.com/ethical-criteria>

Text D adapted from Bloomberg, 'Can Fast-fashion brands like Zara go sustainable?'

<http://www.bloomberg.com/news/articles/2016-11-30/h-m-zara-grapple-with-sustainability-trend-this-holiday-season>

Text E adapted from Reddit

https://www.reddit.com/r/ethicalfashion/comments/6da8z2/how_do_you_perceive_ethical_fashion_and_what_are/