

ENGLISH LANGUAGE AND LINGUISTICS
Paper 2 Investigating Language Use in Society

9727/02
25 August 2017

Additional Materials: Answer Paper

3 hours

READ THESE INSTRUCTIONS FIRST

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

Answer three questions: you must answer at least one question from Section A **and** at least one question from Section B.
At the end of the examination, fasten all your work securely together.
All questions in this paper carry equal 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: Language Variation and Change

Answer at least one question from this section.

Answers should demonstrate awareness of wider geographical/historical/social perspectives (as appropriate) in relation to English language.

Examples may be drawn from written or spoken English, or from both.

Do not repeat material in your answers to different questions on this Paper.

- 1 Read Text A, and then answer the question below.

Discuss in detail the ways language has changed due to technology.

You should include a range of examples/ideas from Text A and from your wider studies of English language, with detailed reference to lexis, grammar, syntax and discourse as appropriate.

[25]

Text A is adapted from an article written by Gretchen McCulloch in 2014.

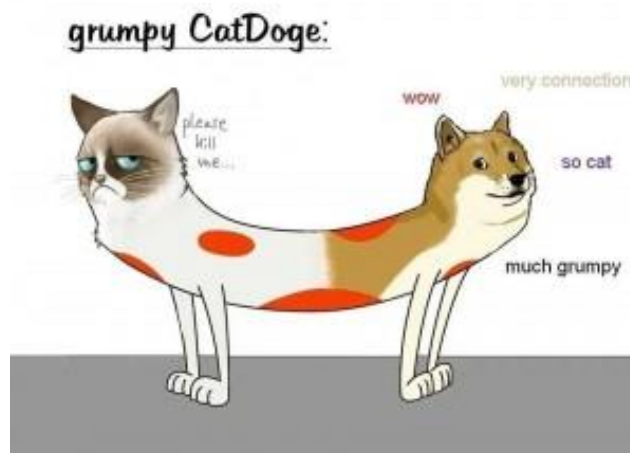
A Linguist Explains the Grammar of Doge. Wow.

If you spend time on the meme-ish corners of the internet, you've probably noticed a certain trend in captioning pictures of shiba inus, known as doge, although there's considerable disagreement about how to pronounce the word itself. In case you haven't (which isn't possible), here are some prototypical examples of the doge meme. For more doge than you can probably handle, see also the tumblr tag.



You'll notice that unlike the LOLcats of yesteryear (which have actually had a thesis and an academic paper written about them), the font choice is Comic Sans instead of Impact, multiple fluorescent colours instead of white with a black border, and all lowercase instead of all caps. Spelling overall is quite standard, which is very different from classic internet memes.

Although the meme started with words on top of a picture of a shiba inu, and this is still the form that's been commented on by linguists, io9, and knowyourmeme alike, doge speak has become famous enough that it's recognizable when it violates these constraints. For example, here's doge paired with other memes like grumpy cat or moon moon:



¹ PBS stands for Public Broadcasting Service, which is an American broadcaster

But what really interests me as a linguist is that doge speak is recognizably doge even when it's not on an image at all. Let's take a look at a particularly brilliant example from tumblr:

What light. So breaks. Such east. Very sun. Wow, Juliet. 20
What Romeo. Such why. Very rose. Still rose.
Very balcony. Such climb.
Much love. So Propose. Wow, marriage.
Very Tybalt. Much stab. What do?
Such exile. Very Mantua². Much sad. 25
So, priest? Much sleeping. Wow, tomb.
Such poison. What dagger. Very dead. Wow, end.

In typical tumblr-collaborative fashion, this was written by a different author per line, a full list of which can be found [here](#), but which I omit for ease of reading. It's recognizably doge, but there's nary a shiba nor a fluorescent font in sight. Various creative people on the internet have also come up with forms of doge that riff on different aspects of it, such as doge script (based on javascript), dogecoin (based on bitcoin), dogegit or this YouTube easter egg. 30

But what is it about shiba inus that makes them violate the selectional restrictions of certain English modifiers? Even if you're a devoted animal fan and you swear that Fluffy understands you when you talk about dinner or the vet, I highly doubt you think that Fluffy actually talks back in English sentences, grammatical or not. And, I mean, dogs are both colourblind and renowned for their sophisticated taste in typography so they would clearly never arrive at multicolored Comic Sans as a font of choice. 35

The real source probably comes from a combination of two other influences: how we as humans talk to our pets, and how we talk to each other on the internet. 40

The first factor is the kind of "baby talk" that we do towards our pets, known in the literature as pet-directed speech (yes, there are actual studies on this). It tends to involve speaking with exaggerated pitch and using simplified sentence structure. By comparison, the "baby talk" that we do towards actual children involves these two factors plus extra-precise articulation of sounds and is known as infant-directed speech (formerly motherese until some genius realized that it's not only mothers who talk to babies). 45

The second factor that goes into doge is the general principle of internet language these days that the more overwhelmed with emotions you are, the less sensical your sentence structure gets, which I've described elsewhere as "stylized verbal incoherence mirroring emotional incoherence" and which leads us to expressions like "feels," "I can't even/I've lost the ability to can," and "because reasons." Contrast this with first-generation internet language, demonstrated by LOLcat or 1337speak, and in general characterized by abbreviations containing numbers and single letters, often in caps (C U L8R), smilies containing noses, and words containing deliberate misspellings. We've now moved on: broadly speaking, second-generation internet language plays with grammar instead of spelling. 50
55

In this sense, doge really is the next generation of LOLcat, in terms of a pet-based snapshot of a certain era in internet language. We've kept the idea that animals speak like an exaggerated version of an internet-savvy human, but as our definitions of what it means to be a human on the internet have changed, so too have the voices that we 60

² City in Italy

give our animals. Wow.

2 Read texts B(i) and B(ii) and then answer the following question.

Discuss in detail the various issues related to correctness in the use of English.

You should include a range of examples/ideas from Texts B(i) and B(ii) and from your wider studies of English language, with detailed reference to lexis, grammar, syntax and discourse as appropriate. **[25]**

Text B(i) is extracted from the *Wikipedia* entry on Spanglish.

Attitudes towards Spanglish

Speakers of standard forms of Spanish may at times denounce Spanglish as a corrupted dialect. In fact, Spanglish is not about necessarily assimilating to English—it is about acculturating and accommodating. Still, Spanglish has variously been accused of corrupting and endangering the real Spanish language, and holding kids back, though linguistically speaking, there is no such thing as a pure or real language. Presently, "Spanglish" is still viewed by most as a rather derogatory and patronizing word to its community because it seems like a "bastardized language". In reality, Spanglish has its own culture and has a reputation of its own. **5**

It is commonly assumed that Spanglish is a jargon: part Spanish and part English, with neither "gravitas nor a clear identity", says the author of *Spanglish* and proponent of Spanglish, Ilan Stavans. Use of the word Spanglish reflects the wide range of views towards the mixed language in the United States. In Latino communities, the term Spanglish is used in a positive and proud connotation by political leaders. It is also used by linguists and scholars, promoted for use in literary writing. Despite the promotion of positive use of the term by activists and scholars alike, the term is often used with a negative connotation. People often refer to themselves as 'Spanglish speakers' if they do not speak Spanish well. The term Spanglish is also often used as a disparaging way to describe individuals that do not speak English fluently and are in the process of learning, assuming the inclusion of Spanglish as a lack of English fluency. **10 15 20**

Text B(ii) is an extract from an article titled Problems Caused by Incorrect Grammar, published on the *Your Dictionary* portal.

A Final Thought

What's the price of bad grammar? In October 2006, a contract dispute between Canadian cable company Rogers Communications and telephone company Bell Aliant revealed that a misplaced comma can be worth \$2 million.

The contract said: **5**

"This agreement shall be effective from the date it is made and shall continue in force for a period of five (5) years from the date it is made, and thereafter for successive five (5) year terms, unless and until terminated by one year prior notice in writing by either party."

Rogers Communications believed the placement of the second comma stated the contract was good for at least five years, while Bell Aliant said the comma indicated the deal could be terminated before if one year's notice was given. **10**

In the end, Canada's telecommunications commission sided with Bell Aliant. They stated the comma should have been omitted if the contract was intended to last five years in its shortest possible term. As a result, Bell Aliant was able to save over \$2

million by ending the deal early.

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Section B: Language, Culture and Identity

Answer at least one question from this section.

Answers should demonstrate awareness of wider geographical/historical/social perspectives (as appropriate) in relation to English language.

Examples may be drawn from written or spoken English, or from both.

Do not repeat material in your answers to different questions on this Paper.

3 Read Texts C(i) and C(ii), and then answer the following question.

Discuss in detail ways in which language is used to construct attitudes towards marriage and the family.

You should include a range of examples/ideas from Texts C(i) and C(ii) and from your wider studies of English language, with detailed reference to lexis, grammar, syntax and discourse as appropriate. **[25]**

Text C(i) is part of a marriage promotion campaign in America launched in 2009.



Text in the poster

Engagement ring, wedding ring, snoring? It takes more than love to make marriage work. But whether shouldering a cuddle or a good cry, he'll be by your side wherever your journey takes you. Find marriage and relationship tools to help you along your path to happily ever after at TwoOfUs.org.

Text C(ii) is an infographic taken from Singapore's marriage and parenthood portal, *heybaby.sg*.



- 4 Read Texts D(i), D(ii) and D(iii), and then answer the following question.

Discuss in detail ways in which language is used to construct the role of the media.

You should include a range of examples/ideas from Texts D(i), D(ii) and D(iii) and from your wider studies of English language, with detailed reference to lexis, grammar, syntax and discourse as appropriate.

[25]

Text D(i) is an extract from the comments section of an article published on *The Guardian* titled 'Downward spiral': UK slips to 40th place in press freedom rankings.

Mumsche 26 Apr 2017 22:32

The press certainly has become subservient to power and isn't holding it to account anymore

John Smith → Mumsche 26 Apr 2017 22:37

Or is it the other way around?

caramel10 → Mumsche 26 Apr 2017 22:48

Yeah they are above the law but somehow they are still suffering. Oh wait....

Quistal 26 Apr 2017 22:35

It seems to be a general move towards dictatorship of the right (and bigfinance?)

Quistal → Quistal 26 Apr 2017 22:38

This applies to the whole Western world, everywhere socialist "behavior" is considered as communist and extreme, it is ... 1984... (George Orwell's that is)

nutgrabber → Quistal 26 Apr 2017 22:41

Labour MPs also voted for RIPA³.

5

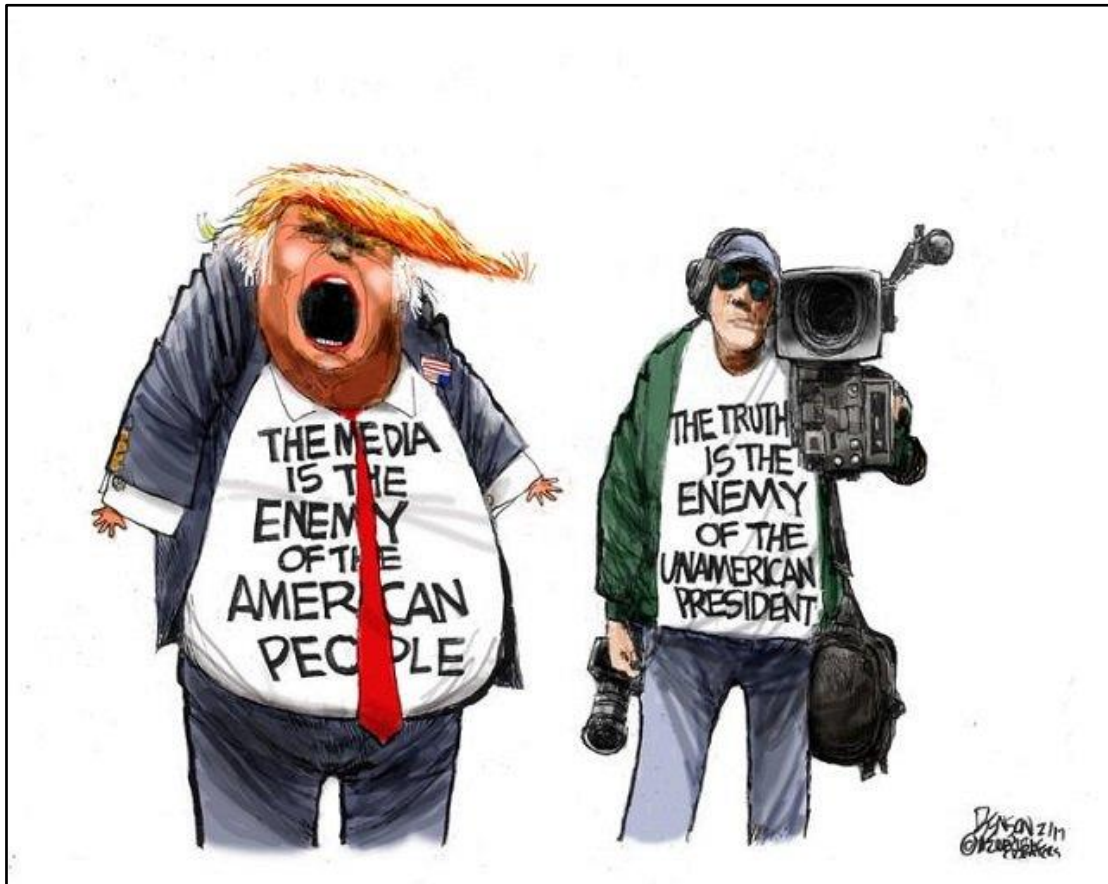
10

Text D(ii) is a tweet from American President, Donald Trump. This tweet was originally posted on 13th February 2017.



³Regulation of Investigatory Powers Act which regulates the manner in which certain public bodies may conduct surveillance and access a person's electronic communications.

Text D(iii) is a cartoon drawn by an American artist named Steve Benson.



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>e</u> lete	/e/	b <u>e</u> t, ma <u>n</u> y
/ð/	<u>th</u> is, <u>th</u> em, with, e <u>ith</u> er	/æ/	b <u>a</u> t
/s/	<u>s</u> ing, thin <u>k</u> s, lo <u>s</u> ses	/ʌ/	c <u>u</u> p, s <u>o</u> n, bl <u>oo</u> d
/z/	<u>z</u> oo, be <u>d</u> s, ea <u>s</u> y	/ɑ:/	car, he <u>a</u> rt, cal <u>m</u> , au <u>n</u> t
/ʃ/	<u>s</u> ugar, bu <u>sh</u>	/ɜ:/	p <u>o</u> t, wa <u>n</u> t
/ʒ/	plea <u>s</u> ure, be <u>i</u> ge	/ɔ:/	p <u>o</u> rt, sa <u>w</u> , ta <u>l</u> k
/h/	<u>h</u> igh, <u>h</u> it, be <u>h</u> ind	/ə/	<u>a</u> bout
/p/	<u>p</u> it, to <u>p</u> , sp <u>i</u> t	/ɜ:/	w <u>o</u> rd, b <u>i</u> rd
/t/	<u>t</u> ip, p <u>o</u> t, st <u>ee</u> p	/ʊ/	b <u>oo</u> k, w <u>oo</u> d, p <u>u</u> t
/k/	<u>k</u> ee <u>p</u> , t <u>i</u> ck, s <u>c</u> are	/u:/	f <u>oo</u> d, s <u>ou</u> p, r <u>u</u> de
/b/	<u>b</u> ad, ru <u>b</u>		
/d/	ba <u>d</u> , d <u>i</u> m	3 Diphthongs of English	
/g/	g <u>u</u> n, b <u>i</u> g		
/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/	j <u>u</u> dge, g <u>i</u> n, j <u>u</u> ry	/aɪ/	ti <u>m</u> e, hi <u>gh</u> , di <u>e</u>
/m/	<u>m</u> ad, j <u>a</u> m, s <u>m</u> all	/ɔɪ/	b <u>oy</u> , n <u>oi</u> se
/n/	ma <u>n</u> , n <u>o</u> , s <u>n</u> ow	/aʊ/	c <u>ow</u> , h <u>ou</u> se, t <u>ow</u> n
/ŋ/	s <u>i</u> nger, l <u>o</u> ng	/əʊ/	b <u>oa</u> t, h <u>o</u> me, kn <u>ow</u>
/l/	<u>l</u> oud, k <u>i</u> ll, pl <u>a</u> y	/ɪə/	<u>ea</u> r, h <u>er</u> e
/j/	<u>y</u> ou, p <u>u</u> re	/eə/	<u>a</u> ir, c <u>a</u> re, ch <u>a</u> ir
/w/	<u>o</u> ne, <u>w</u> hen, s <u>w</u> ee <u>t</u>	/ʊə/	j <u>u</u> ry, c <u>u</u> re
/r/	<u>r</u> im, br <u>ea</u> d		