

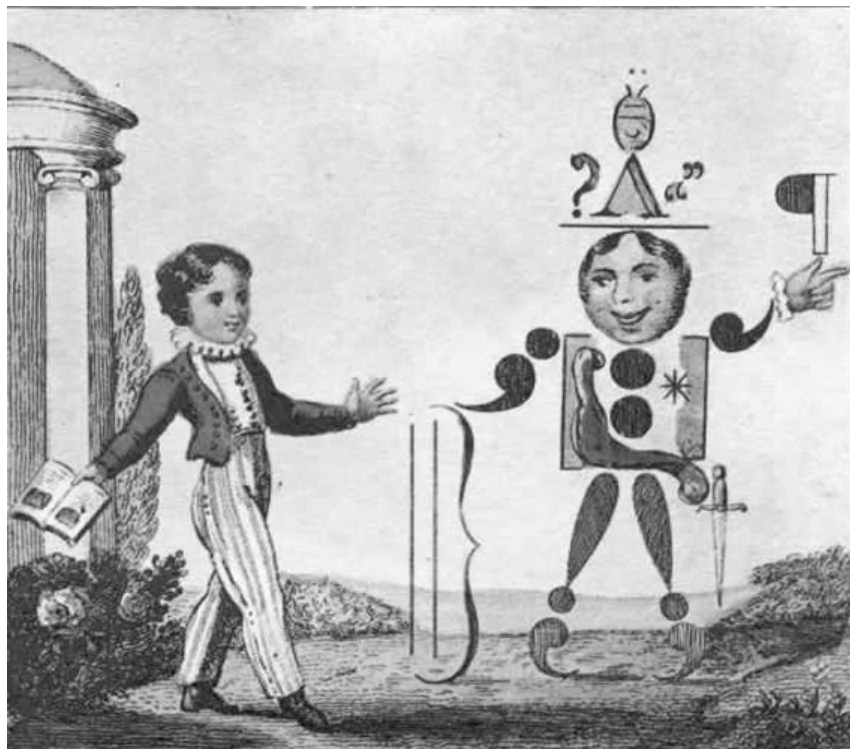
AS ENGLISH LANGUAGE

Unit 2

Language Issues and Original & Critical Writing

'Language Issues' essay: punctuation

Sample Question



Unit 2

Concepts and issues essay

1. The data below contains some examples of county council signs and an extract from a *Daily Mail* article about apostrophes in street signs.

Read the data and then answer the question below. You should use appropriate terminology and provide relevant supporting examples.

(a) Using this data and your own knowledge, analyse and evaluate the ways in which different writers use punctuation.

In your answer, you should consider:

- relevant features of written language
- the relationship between the writer and reader, the tenor, and the function of the text
- the links between punctuation, grammar and meaning
- contextual factors.

ST ANDREWS COURT

SPEED CAMERA'S

CHILDRENS' GARDEN

This wood is a
childrens learning
area. Please put
your dog on a
lead.

'It's pandering to the lowest common denominator': Anger as Cambridge bans apostrophe from street names

It is one of our major seats of learning, but Cambridge has been accused of 'pandering to the lowest denominator' by abolishing apostrophes from street names.

The city council says it is following guidelines of the National Land and Property Gazetteer, where all new street names are registered, but was criticised by the Cambridge-based Good Grammar Company.

The city council's street naming policy says that a road called St Paul's Court would appear in all documentation and nameplates as 'St Pauls Court'.

They argue that apostrophes are said to lead to mistakes – particularly among emergency services.

However, Kathy Salaman, director of GGC, said: 'Dropping apostrophes is pandering to the lowest denominator and while eradicating them anywhere is dreadful, it is particularly bad to do it in Cambridge.'

She added: 'I know some people think apostrophes are superfluous but we really need them and I think it's the first step on a slippery slope.'

'If councils are getting rid of them, what kind of message does that give out to students at schools?'

- (b) You have been asked to speak to a group of 11-14 year olds about the importance of accurate writing. Write your speech discussing the importance of technical accuracy and its role in clear communication.**

In planning your response, you should consider:

- the key features of the genre
- the relationship with the audience
- the key information you need to communicate
- appropriate lexical and grammatical choices.

Aim to write about 350 words.

- (c) Write a commentary for the text you have produced, analysing and evaluating your language use.**

Comment particularly on your language choices and their effectiveness in relation to the context given in part (b). You should aim to write approximately 250 words