

English Language – Pre-induction Activity

Introduction

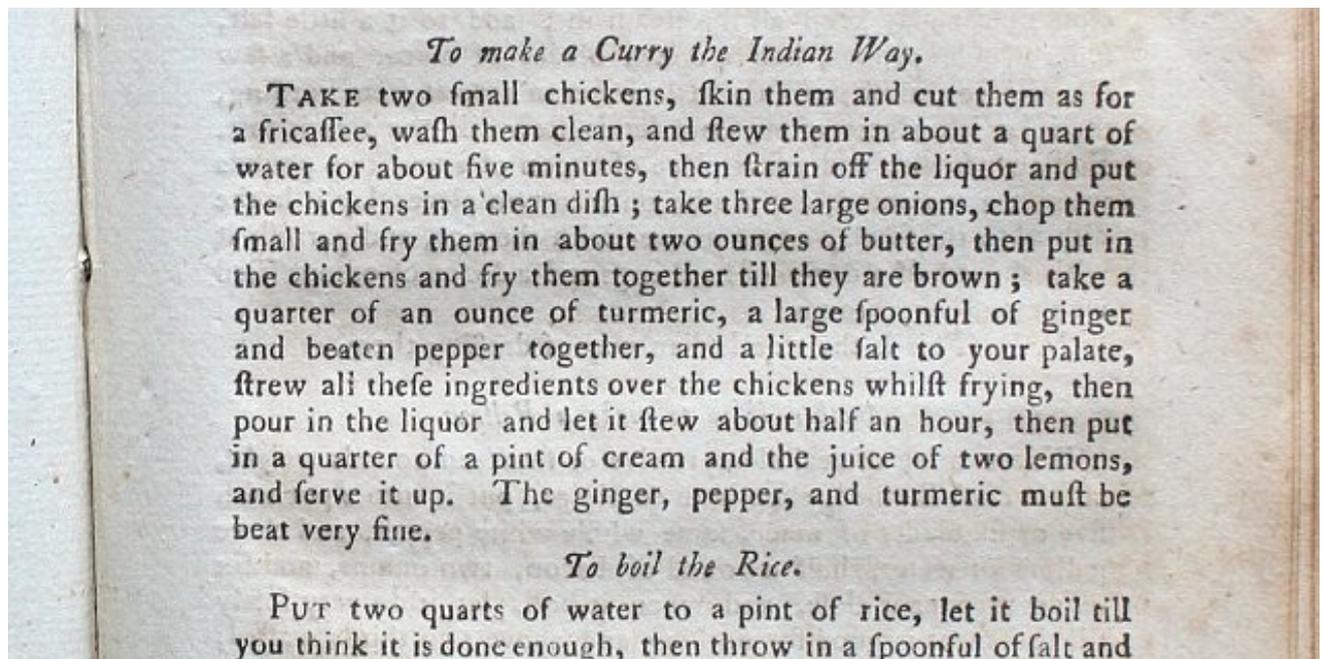
You will all be familiar with exploring and analysing the use of linguistic devices at GCSE level. In A Level English Language, you will be looking for the writer's use of language features, such as adjectives, nouns, verbs, metaphors, similes, etc., in a similar way. You will be looking at a variety of texts, from spoken transcripts, advertisements and old newspaper reports, to online blogs.

Task 1: Identifying irregular features of language

Below are two archaic texts dating from 1799 to the early 1800s. 'Archaic' is another way of saying 'old-fashioned.' In A Level Language, we will be looking at a wide range of older texts, from the 1700s to the early 1900s.

How far back in time could you go and still understand English?

<https://www.youtube.com/watch?v=8fxy6ZaMOq8>



INOCULATION of the VACCINE DISEASE, or COW-POX.

MR. JENNER, Surgeon, (nephew of Dr. JENNER, the first inoculator of the Cow-Pox) having had, conjointly with Dr. JENNER, the most ample experience in this inoculation, proposes to extend the advantages of it to the Inhabitants of BATH, and its vicinity.

Many thousand instances demonstrate incontrovertibly, that the *genuine* Cow-Pox effectually prevents the reception of the Small-Pox; that it is *never fatal*; produces only slight indisposition; and is in *no case* followed by Scrofula, or the other diseases that so frequently succeed both the natural and inoculated Small-Pox.

The mildness and security of this mode of Inoculation, have induced its adoption by many families of the first rank; an example which calls loudly for imitation, particularly at a period when the natural Small-Pox is making the most fatal ravages.—Mr. JENNER may be referred to at Mr. Creaser's, surgeon, Miles's-court, Bath.

Recipe (circa early 1800s)

- 1.) Can you see any interesting features (I.E: are there any letters that look a little bit different to how they look today?)
- 2.) Have you noticed any words that may not be used as often nowadays?
- 3.) Rewrite the recipe, in a modern day style. Finally, write down two bullet points about how your recipe differs to the old-fashioned recipe.

Inoculation (1799)

1. Are there any irregular (old-fashioned) features of language in this text?
2. What have you noticed about the sentence structure?
3. What is the context (i.e.: what is the purpose of this news article about the first smallpox vaccination?)

Task 2: The Language of Advertising – Identifying Audience and Purpose

Below is a modern advertisement about 'Veganuary' – a blended word of 'vegan' and 'January'. Before you analyse the advertisement, take a look at the two YouTube videos of children's advertisements from the 1990s. What have you noticed about the way language is used to persuade children - between the ages of 5-12 - to want to buy the products?

Coco Pops (1996)

<https://www.youtube.com/watch?v=QpcAocmRcAw>

Pokémon Trading Card League (1999)

<https://www.youtube.com/watch?v=w03YAnzCito&list=PLmklrDS2Eew2ZXniQydTVBFSQwOTWjgVE&index=9>

- 1.) Who is the audience and what is the purpose of the advertisement?
- 2.) What is the purpose of the layout/pictures in the text?
- 3.) How and why do you think emotive language has been used in this advert?

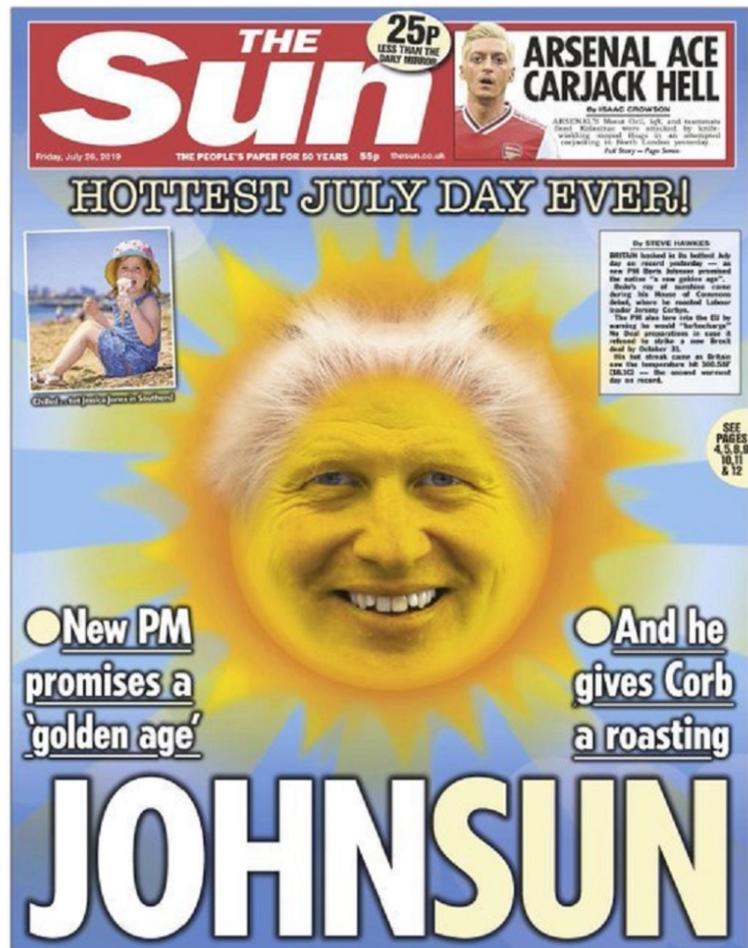


Extension Task: Language, Hyperbole and Format

When referring to the layout of a text, this is called graphology at A Level. Have a look at the text, and look at how the writer deliberately uses hyperbole (exaggeration) and how this fits in with the layout of the text.

Questions

- 1.) Why does the writer choose to use the pun (play on words) for Johnson's name?
- 2.) How does the newspaper's layout contribute to the representations and meanings created?
- 3.) What have you noticed about the writer's intentional language use here? Has it been deliberately over-exaggerated? If so, why do newspapers choose this style of writing, and for what effect?



Reading Task

Food for thought: Why can't we agree on what's true anymore?

Do newspapers really bend the truth? Find out in the article below (if you trust the source, that is!)

<https://www.theguardian.com/media/2019/sep/19/why-cant-we-agree-on-whats-true-anymore>